

# Shivia Summer Newsletter

July 2015 Issue 16 [www.shivia.com](http://www.shivia.com)



**Shivia empowers the poorest to create livelihoods, boost income and inspire permanent change**

Dear Friend of Shivia,

I am pleased to report that our 2015 Annual Report has been published and clearly demonstrates the progress we have made in the last year. I am very proud of my team, our supporters and our home-farmers who have all worked hard to achieve these results. If you would like a copy of our Annual Report please let me know and we will send it accordingly. Our new financial year also started well including our best results to date in April where we distributed 930 life-changing poultry toolkits. We also recruited 6 new Livelihood Service Providers in June to bring our four locations nearer to full capacity.

We were delighted this quarter to welcome to London our General Manager of Shivia India (Nirdhan), **Joe Rao**, and for the first time our Head of Operations, **Chandrani Banerjee**. The week was a great success meeting a variety of supporters and presenting at various events. At each meeting or presentation audiences were captivated by heart-warming success stories about how the lives of the families we are working with in West Bengal have changed for the better. Those who were at the events will not forget the story Chandrani told of **Kamala Nayak** who so proudly

presented Chandrani with her very first egg laid from the chicks in her Shivia poultry toolkit and asked her to carry it safely back to Kolkata on the crowded train for her daughter's breakfast! Every story - and there are over 6,000 of them for toolkits and 36,000 for training - endorsed the fact that our Livelihood Programme is making a significant impact, socially and economically empowering our home-farmers and their families.

We would like to thank our supporters who hosted events for us during Joe and Chandrani's visit. The **Artemis Charitable Foundation** put on a generous and intimate evening for our current donors and pro-bono service providers which gave us a chance to update them on progress and plans for next year. **Clifford Chance** and **Alquity** hosted 'lunch & learn' sessions for their employees to hear first-hand about Shivia's work and **EFG Private Bank** continue to let us use their Mayfair offices to hold internal and external meetings.

Aside from events during Joe and Chandrani's visit, we had two other successful events in June that raised £12,500. Shivia's ambassador **Max Patel** and her colleagues at **St James's Place Wealth Management** hosted an exclusive VIP experience for a small

group of guests at Aston Martin's HQ at Gaydon, Warwickshire. Everyone had the opportunity to drive two of Aston Martin's latest models and enjoy a guided tour of the motor museum and production factory. It was a fascinating and exhilarating day thoroughly enjoyed by all – and raised an amazing £11,000 for Shivia since the St James's Place Foundation generously matched all donations from our guests. **It was such a success that St James's have offered to repeat the event on 25<sup>th</sup> August** (see page 3 for details). We are also grateful to **Claire Tester** for organising a stunning music concert with performances from the talented music scholars at Farnborough Sixth Form College and to **Cara Belcher** for making delicious canapés for the drinks reception that followed.

In the last week, we have received news that Shivia has been shortlisted for the Charity Times 2015 award '**Charity of the Year**' (income under £1m). We are delighted with this recognition of Shivia's work and look forward to the results on 7<sup>th</sup> October.

I hope you enjoy reading more of our latest news in the rest of the newsletter and thank you for continued support.

*Olly*  
**Olly Donnelly, Chief Executive**

## REPORT FROM WEST BENGAL

**NISHIKANTA MONDAL** (45) registered for Shivia's Agri-management Services programme in June 2014. He has a small plot of land (approx. 6,000 sq ft), part of which he leases to another local farmer, as he could not afford to plant the whole area himself. Since joining AMS, Nishikanta has started making significant profits from his paddy field, with reduced input costs and higher output, both in terms of quality and quantity. He plans to take back his other plot when the lease runs out and plant more rice. Nishikanta has a family of six and he is delighted that he can now afford all the household expenses without having to resort to expensive moneylenders.



**PRATIMA MONDAL** is registered with PDS in Kanchrapara, near Kolkata. She has made a great success of her poultry enterprise, selling eggs and birds at the local market. The training she received from our Livelihood Service Provider included advice on how to reinvest her profits and save for the future. She has heeded this advice and is using her savings to pay for her daughter's education. She feels that with a good education her daughter's prospects will improve and she will not have to provide so much for her wedding dowry.



For more case studies visit our website here: <http://www.shivia.com/videos>



### OUR PROJECTS

**Poultry Development Services:** The last quarter started with our most successful month to date – in April our team of Livelihood Service Providers (LSPs) distributed a total of 930 toolkits and each of our four locations performed well. May and June were quieter months due to the early arrival of the monsoon; we tend to replace chicks for ducks during the rainy season but there was a shortage of ducks from our suppliers. During the monsoons, we will spend more time training both our staff and home-farmers to continually improve our services and results. We also recruited 6 new Livelihood Service Providers (LSPs) in June to bring our field team to 38 including the four field supervisors. The new LSPs will be trained and ready to start distributing toolkits when the extreme heat and monsoon season is over.

**Agri-Management Services:** Our second enterprise is offered to our farmers who own or lease small but unproductive plots of land to help them grow healthy crops, increase outputs and reduce the cost of their inputs. AMS is proving to be very successful and since we launched the programme in April 2014 we have registered 322 farmer members and formed 20 Farmer Interest Groups

(FIGS). These FIGS enable our farmers to negotiate favorable prices for seeds and other agri-inputs at the market. They also enable farmers to open bank accounts giving them access to small business loans and financial services that had previously been denied to them. Eight of our PDS LSPs work on the AMS project and have been trained to provide both services, maintaining trust with our existing home-farmers and keeping down our overheads.

**Goats:** We have completed research into the viability of our third enterprise – 'goateries'. Goats are greatly valued by the poor in West Bengal and fetch high prices at market. We have designed a model that we believe will allow farmers to become self-sufficient after a period of 27 months when they will own at least five goats of their own to breed from. This model also provides a clear exit strategy for Shivia, promoting enterprise and discouraging dependency. The next step is to run a pilot programme with 20 families/home farmers in our current location Babnan, a predominantly Muslim area where the desire to own goats is high. We look forward to reporting on the development of this enterprise later in the year.

## SHIVIA EVENTS

**9th June:** Aston Martin Driving Day and Factory Tour. This fantastic day was hosted by **St James's Place Wealth Management** and, in particular, Max Patel who is one of Shivia's new ambassadors. With matched donations from SJP, £11,000 was raised for our work in West Bengal.



**24th June:** Claire Tester kindly hosted a wonderful music concert in the beautiful St Peter's Church, Eaton Square. Performances were by the talented **music scholars from Farnborough 6th Form College**. Delicious canapés at the after party were prepared by Cara Belcher. Thanks to everyone who supported this event which raised over £1,500.



**1st July:** A lunchtime presentation to employees from **Clifford Chance LLP** about our Livelihood Services Programme followed by stories and Q&As with Joe and Chandrani from Shivia India.



**2nd July:** Evening reception generously hosted by **Artemis** at their London offices. Oly updated supporters on progress and Joe and Chandrani delivered individual stories about the positive impact Shivia is making.



**3rd July:** A lunch and learn session at Alquity, Shivia's new partner. We are delighted to be included in Alquity's Transforming Lives programme.



**And finally:** we have re-recorded the Shivia jingle that was produced for us by **Francis Winand**. This time Chandrani and Joe recorded the song and voice-over. We hope you enjoy it! The message remains the same: your donations to Shivia change lives. <https://youtu.be/2xFd0pglf8>



## FUTURE EVENTS

To book a places at any of these events please email Victoria: [victoria@shivia.com](mailto:victoria@shivia.com)

### **25th August 2015** **Aston Martin test drive** **and factory tour**

With generous support from St James's Place Wealth Management, we are delighted to be able to offer another opportunity to visit the Aston Martin HQ in Gaydon, Warwickshire and test drive two of the latest Aston Martin models. The day includes a tour of the production facility and museum, plus a delicious buffet lunch. We are able to host 16 guests at £400 each with all proceeds going to Shivia and 100% matched by St James's Place Wealth Management. <http://www.shivia.com/ASTON%20MARTIN>

### **7th October 2015** **Charity Times Awards 2015** **Gala Dinner & Ceremony (7pm)**

Shivia has been shortlisted for the award 'Charity of the Year' (income less than £1m). Winners will be announced at a ceremony on 7th October and we'd love to be there along with some of our supporters. We are looking for a table sponsor so please let us know if you would like to host a table of up to 10 guests and share our success – even if we don't actually walk away with the main prize!

### **Christmas & New Year** **Events at the Royal Albert Hall**

Shivia has been offered a box at the Royal Albert Hall for three exciting performances over Christmas and the New Year. The box seats ten guests and it will be available to friends of Shivia in exchange for donations. The shows include: **Christmas Classics** on 15<sup>th</sup> December (7.30pm); **Nutcracker on Ice** on 28<sup>th</sup> December (7pm) and **Cirque du Soleil Amaluna** on 20<sup>th</sup> January (8pm). More details about the shows and how to book will be sent out by email very soon but you can reserve tickets now at [victoria@shivia.com](mailto:victoria@shivia.com). Our thanks go to **Vin Muria** for this generous offer to raise funds for Shivia.

## WAYS TO GIVE....



*"Olly, her enthusiasm and dedication, together with the amazing Shivia team, touched me deeply. I immediately felt a passionate commitment to help and support them. I am honoured to have been invited this year to be their first ambassador and will continue to support and champion the tremendous work they do."*

**MAX PATEL, St James's  
Place Wealth Management**



**BECOME A SHIVIA 'REGULAR GIVER':** A standing order with your bank makes it easy to give a regular sum. Please contact Victoria Denison for our bank details: [victoria@shivia.com](mailto:victoria@shivia.com)

**DONATING ONLINE (from within the UK):** You can do this securely via our Just Giving page. You can either make a one-off donation or become a regular giver: [www.justgiving.com/shivia](http://www.justgiving.com/shivia). Or you can donate via Makerble, a charity projects subscription service that allows for secure online giving to the causes you care most about: <https://www.makerble.com/projects/help-provide-backyard-poultry-for-livelihood-development>

**DONATE ONLINE (from outside the UK):** We also have a partnership with Global Giving enabling us to be connected to donors and receive support from around the world. You can visit our project page to donate here: <http://www.globalgiving.org/projects/livelihood-development-for-400-rural-indians/>

**TEXT DONATION:** It is easy to send us a donation by text via JustText Giving. To make a donation of £10 just text **CHIC35 £10** to **70070**. You can text a smaller amount too - £1, £2, £3, £4 or £5 – just put the amount you would like to donate after CHIC35.

**DONATE BY CHEQUE:** Please send your cheque, made payable to Shivia, to EFG Private Bank, Leconfield House, Curzon Street, London W1J 5JA.

**GIFT AID:** If you are a UK tax payer please don't forget to tick the Gift Aid box when donating online. If you are donating by cheque, we can send you a Gift Aid form and reclaim an extra 25% on the gross amount of your donation.

**FRIENDS OF SHIVIA USA:** If you are a US resident you can make tax efficient donations via The Centre for Community Economic Development (CCED). Please contact [victoria@shivia.com](mailto:victoria@shivia.com) for more details.

### Other ways to help.....

**CORPORATE GIVING:** We would love you to pick Shivia as your charity of choice to support your company's charitable giving and CSR objectives. Please get in touch with Olly Donnelly if you would like more information about how to help Shivia in this way: [olly@shivia.com](mailto:olly@shivia.com)

**BECOME A SHIVIA AMBASSADOR:** You may want to organise a fund-raising event, run a marathon or climb a mountain on our behalf. Or just spread the word about Shivia at home, at work or on social media – anything you do will make a difference to a family living in poverty in India.

**PRO BONO SUPPORT:** If you can offer your time, goods or services we would love to hear from you.

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