



CALCUTTA KIDS

www.calcuttakids.org

P.O. Box 465 ■ Marlboro, VT 05344 ■ U.S.A. ■ Ph: 802 254 2652 ■ Fax 802 254 1117

November 28, 2009

Dear Friends of Calcutta Kids,

Last year at this time, I wrote to you about Poonam, the young, poor, and anemic mother who gave birth to a severely underweight daughter – an infant who, in all probability, would not have survived without Calcutta Kids. Many of you were moved by her story, and so I open this letter by sharing a photo of dear Poonam and Anchal (on right) and passing on the news that both mother and daughter are doing wonderfully well!



It has been an exciting year for the Calcutta Kids community: (1) we have launched a major low-cost health insurance program, one of the first and arguably the best non-government health insurance package available for slum dwellers anywhere in India; (2) relatedly, the International Labor Organization of the United Nations has awarded us a partnership in micro-insurance innovation research; and (3) we have been awarded a 2009 Development Marketplace grant by the World Bank (one of 21 recipients out of more than 1000 proposals) to establish a diarrhea treatment center (diarrhea kills over 1000 children each day in India) which will be launched in early 2010.

In each case, Calcutta Kids has been able to move into these innovative avenues of development for the poor because of the now widely recognized success of our primary program, the Maternal and Young Child Health Initiative. And this vitally important core program which makes pregnancy safe for poor women and ensures the survival of young children is ***made possible exclusively by the financial support of you***, the friends of Calcutta Kids. For this we need your continued support.

One of the things I often hear from friends of Calcutta Kids is how good they feel about contributing to Calcutta Kids because they *know* that each year, their contribution, no matter the size, will go directly into services for needy – and not into unnecessary administrative overhead. How true that is. Have a look:

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| \$25 | will provide complete child immunizations for 4 children. |
| \$50 | will pay for a facility-based delivery for a pregnant woman at risk of a difficult birthing process. |
| \$75 | will pay for one of our weekly health camps which provides medical checkups, generic drugs and follow up home visits to 50 slum dwelling mothers and children |
| \$100 | will pay for a month of the nutrient-rich food we provide to children who are growth faltering or undernourished. |
| \$250 | will sponsor all the CK health services for a pregnant woman and her anticipated child for 3 years and 6 months. You will receive regular updates on the progress of your sponsored family (see below.) |

(Over)

With this letter, Calcutta Kids officially launches HEAL, our new sponsorship program of mothers and children allowing you to make a more personal connection with the families you are assisting. By visiting our website, www.calcuttakids.org and clicking on the “HEAL” logo, you can purchase, for \$250, a 3 year 6 month sponsorship of a mother and child which will finance all Calcutta Kids services for that family. You will receive pictures and regular updates on the progress of your sponsored mother and child. Also on the website, or with your mailed contribution, you can dedicate your sponsorship to the memory of a loved one – or gift this sponsorship to someone you care about for a birthday, an anniversary or an accomplishment. In that case the updates will go directly to that person.



With much gratitude, and with warmest regards and blessings from all of us at Calcutta Kids,

A handwritten signature in black ink that reads "Noah Levinson". The signature is written in a cursive, flowing style.

Noah Levinson
Director, Calcutta Kids

Tax deductible (IRS501c3 and 80G) contributions can be mailed to:

Calcutta Kids
P.O. Box 465
Marlboro, VT 05344
U.S.A

Calcutta Kids Trust
51 Bhairab Dutta Lane
Salkia Howrah 711106
West Bengal, INDIA

Or you can donate online using your credit card through *paypal* by visiting our website, www.calcuttakids.org.

For those of you who have not contributed to Calcutta Kids before, please consider helping us out this year, so we can continue providing these services in the Kolkata slums. And for those of you who have not contributed to Calcutta Kids in a few years, please consider renewing your involvement.