



**CALCUTTA  
KIDS**

[www.calcuttakids.org](http://www.calcuttakids.org)

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Dear Friends of Calcutta Kids,

I want to begin this years' annual appeal by acknowledging *you* and to recognize your value to Calcutta Kids. It's because of your partnership, your generosity, and your active participation in the Calcutta Kids family that we've been able to achieve such remarkable success in reducing maternal and young child mortality and in improving the health and wellbeing of mothers and children in this desperately poor Indian slum. Our journey has been paved with your benevolence and your belief in what CK does and how it carries out its work. What a gift. And what a tremendous responsibility you have bestowed upon us—a responsibility we take very seriously.



As part of that responsibility, this letter serves as an invitation to join us in the *next* chapter in the journey with Calcutta Kids.

With a focus on our four basic objectives, and with constant innovation and tweaks, Calcutta Kids has been able to implement a model maternal and child health and nutrition program. With high rates of program participation, drastically reduced levels of low birth weight and under-nutrition, and increased levels of positive health seeking behavior, Calcutta Kids has proven that on a small scale, it is indeed possible to protect these children from the ravages of infectious disease and provide them with a solid foundation for healthy and productive lives. This is quite an achievement – and again this has only been possible because of your support.



*But* –and here we get to Chapter 2—the success of these health outcomes in Fakir Bagan is still heavily dependent on Calcutta Kids. Wouldn't it be great—and wouldn't it be the ultimate positive model—to be able to transfer the dependence from Calcutta Kids to the people of Fakir Bagan? With such genuine ownership, the whole process can be remarkably empowering to these families and, ultimately, provide a sustainable answer to the problems of malnutrition and ill health which have been plaguing such communities.

With the solid foundation that has been provided, ownership of these programs and practices must be taken by the community itself. After all, isn't the ultimate goal of development to put ourselves out of business? Isn't this what sustainable development is all about? **This is the next chapter of Calcutta Kids and we'd love for you to join the ride.**



More immediately, we have worked hard over recent years to build leadership and ownership *within* the organization, with the idea that it's the team on the ground which steers the ship towards its destination. Evangeline and I have conscientiously stepped aside from the helm of the "day to day" so that we can look further ahead while the team on the ground manages the ongoing operations. Over the past several months—sitting in Amherst Massachusetts—we have watched

with humility the sense of responsibility with which the Calcutta Kids team in India has taken of the mission we have created together. And the team—which now includes two new dynamic women at the management level—is now beginning to direct the ship toward community ownership and Chapter 2.

One of the important innovations associated with this new direction involves special attention to adolescent girls—the future pregnant women with whom we will be working. We've also been (a) showcasing star mothers who can share their experiences (including the means by which they overcame barriers and constraints) of bringing up a healthy child; (b) working with men in the community to encourage their active participation in the upbringing of their young children; and (c) urging beneficiaries to assist in the work that the health workers usually do. These innovations complement the hard work necessary to maintain the significant reductions we've achieved in low birth weight, malnutrition and diarrhea.

So, while providing life-changing—and often life-saving—services and helping to lay the foundation for healthy lives, Calcutta Kids is now moving to build upon a new and potentially invaluable narrative for development.

**Please join us in this next phase in the Calcutta Kids' journey and show your support for this new chapter by donating generously.**

With warmest holiday wishes,

Noah Levinson  
Director, Calcutta Kids

Please make your checks payable to **"Calcutta Kids"** and send to the address on the reverse page. Or if you prefer, visit our online payment gateway by visiting our website and clicking on the **Donate** button.

P.S. If you haven't done so already, get a glimpse of Calcutta Kids in action in a short BBC segment on our Rehydration Unit which can be found by clicking on the picture banner of our homepage.