



EMPLOYEE ENGAGEMENT WITH CARE INDIA



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CHANGE THE EQUATION

I HAVE A DREAM...

Agam's parents could not afford to send her to school. Besides, they needed her to do the household chores while they cared for her brother who was unwell. Even as Agam busily worked around the house she dreamt of being in school with other girls.



When CARE opened the *Udaan* accelerated learning centre in her village in Uttar Pradesh, Agam saw an opportunity to go to school. She approached the administrator of the centre seeking enrollment. Accelerated learning proved a boon for Agam. The administrator helped her convince her parents to allow her to join the centre where she could be educated within a mere one year. This convinced her parents and finally Agam was able to go to school!

Agam says, "I have developed a keen interest in studies. I think about myself now and the decisions I am able to take on my own. For this reason, I will surely continue my education at any cost under any situation as I want to become a policewoman someday." Agam wants to improve her village and stop the consumption of alcohol as she feels that this is the main reason why girls are being denied an education.

Through **CHANGE THE EQUATION**, CARE India's Employee Engagement Programme, you can help girls like Agam realise their dreams!

INVESTING IN WOMEN IS A BRIGHT IDEA!

YOU can help empower women and girls through **CHANGE THE EQUATION**, CARE India's Employee Engagement Programme. When you pool your contributions, big or small, with thousands of others, you can choose to support social causes that you are concerned about in a transparent and convenient way. This allows you to make small and easy contributions from your payroll every month to **CHANGE THE EQUATION** and give poor women and girls opportunities they can maximise.

By following the steps below YOU will be able to authenticate a payroll deduction by your company:

- Log onto <http://employeegiving.careindia.org>
- Select your company from the list
- Enter your information
- Make sure to use your official email address [name@companyname.com]
- Choose the cause you want to support
- Enter an amount you wish to donate and submit
- This amount will be deducted from your payroll every month and transferred to CARE
- You will receive email notifications of the donation, receipt and reports on email
- You will also get a unique tracking id to track your donations

You can also use your smartphone to complete the process.

Scan this QR code ->



JOIN TODAY!



CHANGE THE EQUATION

Join NOW and...

- 💡 Support women and girls from the poorest communities
- 💡 Become a CARE ambassador in your office and get your colleagues involved
- 💡 Get up to 50% tax exemption under section 80G
- 💡 Track your donation to the projects
- 💡 Like us on facebook and get regular updates



Sign up for **CHANGE THE EQUATION** and support women and girls from marginalised communities find sustainable ways out of poverty through CARE India's interventions in Education, Healthcare, Livelihoods and Disaster Risk Reduction and Response.



46 out of 100 girls in India do not have a chance to enroll in primary school and so lose opportunities to live a full life. Just Rs. 250 per month can help girls get quality **EDUCATION** through CARE's *Udaan* curriculum or get leadership skills through CARE's Power Within programme which multiply their opportunities for a better life.



212 out of 1000 women in India die from complications during pregnancy and child birth. Lack of **HEALTHCARE** facilities for new born babies in some of the poorest parts of the country lead to the death of 50 out of 1000 new born babies. Just Rs. 250 per month can help provide access to maternal and newborn healthcare facilities and prevent such deaths.



CARE helps disadvantaged women across the country earn their way out of poverty through improved **LIVELIHOOD** opportunities. Just Rs.250 can help a tribal woman to earn a livelihood and live her life with dignity.

India is highly prone to natural **DISASTERS**. People from the poorest areas who can barely afford to make ends meet are the most severely affected in such disasters. CARE not only responds to these emergencies but also prepares communities to tackle such situations. Just Rs.250 per month can help prepare communities for disasters and help us in providing emergency response.





Women are disproportionately affected by poverty and discrimination, however, when equipped with the proper resources, they have the power to help whole families and entire communities escape poverty.

Women are a fundamental part of the solution to overcome poverty.

CARE India – Fighting poverty and exclusion

CARE has been working in India for over 60 years, focusing on ending poverty through improvement in the lives and livelihoods of women and girls from poor and marginalised communities. We do this through well-planned and comprehensive programmes in Health, Education, Livelihoods and Disaster Risk Reduction and Response. We are part of a global network working for the empowerment of women and girls.

Investing in women is a bright idea!



CHANGE THE EQUATION



care®

CARE India

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