



Olly Donnelly with her Women of the Future “Community Spirits” Award, with the very women Shivia set out to help



Children are trained in how to look after the chickens, giving them a sense of stewardship



A life-long dream realised. The profits from a poultry toolkit afforded this home-farmer his first ever goat

Dear Friend of Shivia,

We wish you all a very Merry Christmas!

We are pleased to welcome **Victoria Denison** as Shivia’s new Executive Assistant. Sadly **Charlotte Allum-Smith** is leaving us as her future now lies in Africa.

We are delighted that **Olly Donnelly** won **Women of the Future Award “Community Spirits”**, in association with Shell in October, due to Shivia’s work. Shivia also reached the semi-final stage of the **Schwab Foundation for Social Entrepreneurs**.

**Olly Donnelly** (CEO), **Charlotte Allum-Smith** (EA) and **Chris Langridge** (CFO), visited India in November along with representatives of the **Artemis Charitable Foundation**. This was the first time that a team of donors has come out to see our operations and it was a great success. Feedback from Artemis included the word “life-changing!”

Shivia is now 51 strong including staff and trustees in the UK and India and Nirdhan is working in over 500 villages across four locations in West Bengal. We have recently opened our fourth location in Kolaghat, 67km from Kolkata. Our

second enterprise – Agri-management Services – is nearing the end of the pilot phase and has formed eight groups totalling 100 farmers.

Shivia’s partnership with SAATH, both in terms of the microfinance programme and the Livelihood Construction Training Scheme, has come to an end in Gujarat, as per the agreement. This has been an excellent partnership and we have been delighted with the impact made.

We have been grateful to all those who have done things on our behalf to change lives: **Garlinda Birkbeck** with her recent fund-raising photographic exhibition and **Deepak Nichani** with his walk across the UAE.

Thank you particularly to **Artemis Charitable Foundation** for their recent, very generous donation to Shivia and to **Indar Pasricha** for donating his gallery for **Garlinda Birkbeck’s** exhibition.

Thank you to you all for your continued interest and support and I hope you all have a wonderful start to 2015.

*Olly Donnelly,  
Chief Executive*

**Stewart Brown, Trustee, Artemis Charitable Foundation**

“For several years now, The Artemis Charitable Foundation has supported the great work undertaken by Shivia and its local partners in India. Having recently sent a group from Artemis to India to visit the projects in both West Bengal and Gujarat, we were thrilled to see the impact of the work being done and to meet the team on the ground. It was truly humbling to see the difference being made to the lives of so many by this group of highly motivated and capable people. Seeing this impact first hand, together with the relationships made with the Shivia team, have led The Artemis Charitable Foundation to decide to continue and indeed increase its support for Shivia. Well done Olly and team.”

**Pinky Lilani OBE, Founder of Women of the Future Awards**

“As part of the Women of the Future programme, we are proud to have acknowledged the tireless work of Shivia and the charity’s wonderful founder Olly Donnelly. Olly is tenacious, passionate and driven and was thoroughly deserving of the 2014 WOF Community Spirits award. We are delighted to see families given true life-changing training to alleviate poverty and to help themselves and those around them. It is marvellous to read about the difference that Shiva is making to so many lives. Olly’s award is a celebration of everyone who has played a part.”

## Events

### News

#### Past Events

**Vin Murria** kindly donated a box at the Royal Albert Hall for two evenings - **Classical Spectacular** in November and **John Rutter** in December. We raised £1,000 from the performances and two great evenings were held.

**Garlinda Birkbeck** exhibited her photographs mainly from her recent trips to West Bengal at



Deepak Nichani trekking across the UAE in November

**Indar Pasricha's** gallery in London. We are very grateful to Indar for donating his gallery for this event. The amount raised will be posted in the next newsletter and you can see the photos at [www.garlindabirbeck.com](http://www.garlindabirbeck.com)

**Deepak Nichani** trekked from coast to coast across the UAE in aid of Shivia and raised £1,850.

#### Future Events

**Vin Murria** has donated a box (10 people) for Shivia to host **Madam Butterfly** on **5th March 2015** at the Royal Albert Hall. If you are interested in making a donation for the tickets or require further information, please email [victoria@shivia.com](mailto:victoria@shivia.com)

**Damon de Lazslo** has generously offered to host a lunch for Shivia on **25th February 2015** at his offices: Albany, Byron's Chambers in London. The event is by invitation only.

In January 2015, **Frances Robinson** and **Helena Robinson** are raising money for Shivia by travelling 2,000 miles across India, in 2 weeks... on a rickshaw. To support them please donate through: <http://uk.virginmoneygiving.com/fundraiser/showFundraiserProfilePage.action?userUrl=eatsleeprickshawrepeat&isTeam=true>



Garlinda Birkbeck preparing for her photographic exhibition in December

## The Projects...

### 1. West Bengal, India

#### Livelihood Programme

To date, 10,929 toolkits have been delivered by the Livelihood Service Providers to home-farmers, impacting the lives of nearly 30,000 people. Nirdhan is working in over 500 villages through four locations across the state of West Bengal.

The fourth location for the backyard poultry programme has just opened in Kolaghat - 67 kms south-west from Kolkata. We have recruited 7 LSPs who currently are undergoing training and conducting initial community



Shivia and Artemis Charitable Foundation with a home-farmer at Familia location

awareness meetings – initial interest is very promising. Nirdhan has teamed up with the organization "Amar Seva Sangha", administered by Prof. Bolai Kishore Samanta, an academic veteran who has been working tirelessly for social improvement in the rural areas since 1977. This is to enable us to benefit from existing infrastructure, office space, logistics and network in this new location.

Agri-Management Services (AMS), our second enterprise, is progressing according to plan. The LSPs have undergone 3 months of training by BASIX and the pilot phase, due to last for six months, currently consists of 8 groups with a total of 100 farmer members. The plan is to have 250 members by 31st March 2015.

For those home-farmers from the poultry programme without small plots of land suitable for AMS, Nirdhan is looking into the possibility of rearing goats. Research into and a pilot of "Goatery" will commence in early 2015 at Babnan (Nirdhan's second field location) after the recruitment of a suitable supervisor.

**Olly Donnelly, Charlotte Allum-Smith**

and **Chris Langridge** accompanied four representatives of **Artemis Charitable Foundation** to visit our operations in November. Artemis saw our Familia location and the third field office in Sundia which opened in April. They met many of the home-farmers and were blown away by the stories of the impact that the programme is having on their lives. Artemis was also able to attend Nirdhan's six-monthly award ceremony for the best performing LSPs, turning the occasion into a very memorable event. The event was attended by all the LSPs from across the four locations and was a great opportunity for them to showcase their work and pride in their jobs to both Shivia and our donors. Several of the LSPs had got up at 3am to make the ceremony at 9am!

The key "action" from the trip was to prioritise developing a social outcome tool to start analysing trends in data, key to future decisions, plans and measuring our success. Nirdhan's website should be live by January, facilitating fundraising in India.

## 2. Gujarat, India

### Partners Programme

**Olly Donnelly, Charlotte Allum-Smith, Joe Rao** (General Manager, Nirdhan) and **Chandrani Banerjee** (Head of the Livelihoods Programme) took the **Artemis Charitable Foundation** to visit SAATH's operations in Ahmedabad in November. Although the Shivia-SAATH partnership has come to an end, we visited some of the beneficiaries of the microfinance programme in the slums; it was heartening to hear how they are considerably better off due to our support over the past four years.

We also attended the Livelihood Construction Training Centre graduation ceremony in the slums of Ahmedabad which was a fantastic occasion. Shivia's partnership with the LCTS will come to an end in December after it has trained 1,000 people in construction industry trades – of which 100 are women; the majority are now doubling their income.



**Stewart Brown (Artemis Charitable Foundation) presenting a certificate during the graduation ceremony from the Livelihood Construction Training Centre in Ahmedabad**

## 3. Western Nepal

### Partners Programme

After five years of successful microfinance activity in West Nepal, working with 1,280 borrowers, the programme will be drawing to a close at the end of next year; subsequently, no new groups have been formed. BASE has formed a cooperative called "Ghoda Ghodi Cooperative" which will continue the microfinance activities after Shivia exits in December 2015.

Two overriding changes have been

says it has truly changed the way they run their company; they have a stronger bond than ever before and know that they can completely rely on each other.

### How you can help ...

#### Extraordinary Leadership

Attend an XL journey out in India either as a team or individually where proceeds from the trip are donated to Shivia.

#### Regular Giving Scheme

Please become a regular donor of Shivia. You can commit to donating each month £2, £5, £10, £15, £20... or surprise us! And don't forget the **Gift Aid** if you are a UK tax-payer..... see page 4 for details of how to donate.

#### Foundations

Recommend us to your companies or foundations that you know!

the number of children in school due to the programme as well as children (especially male) having more confidence and respect for their mothers and grandmothers. Availability of education is now very common amongst the beneficiaries compared to ones who are not a part of the programme.

The August floods have sadly led to 300 families being displaced, 14 deaths and 390 homes destroyed in Dang where the Shivia-Base Microfinance programme takes place. **Joe Rao**, Head of the Partners Programme, visited the operations in September. The borrowers told him that one of their major challenges currently is the lack of arable land; due to the floods lots of boulders, stones and pebbles have accumulated in the agricultural land so they are currently unable to replant their crops.

We thank **Tony Bloom** for his kind donation to help in the relief efforts to remove the boulders following these devastating floods.

## Initiative in 2015...

Following the success of the **Extraordinary Leadership Journey** ([www.xleadership.com](http://www.xleadership.com)) pilot in West Bengal last January, there are up to 8 places available for companies or individuals at senior management level to attend, when convenient in 2015, this alternative world-class leadership development course. All proceeds are kindly donated to Shivia.

The benefits of this leadership programme are multi fold. This low resource environment is completely different to our everyday existence - all cultural reference points, physical comforts and support systems are removed. This enables participants to learn how to connect with themselves and others on a deeper level.

**Venquis**, who piloted the **Journey**,

### Air miles:

Shivia is grateful to the airline **Etiihad** where you can donate your miles to Shivia through the Guest Page on the Etihad Website.

### Events:

See page 2 for events you can attend, donate to or sign up for on behalf of Shivia.



**Artemis Charitable Foundation team photo during a sight-seeing tour of Kolkata, with Joe Rao and Chandrani Banerjee (Nirdhan)**

Shivia enables your gift to be a gift that keeps on giving...

Cost of one poultry toolkit to the home-farmer ~ £5

Cost of one poultry toolkit to Shivia ~ £12

One loan ~ £120

And then the loan is repaid and recycled...

#### Contact Details:

##### Address:

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c/o EFG Private Bank  
Leconfield House  
Curzon Street  
London  
W1J 5JA

##### Email:

[info@shivia.com](mailto:info@shivia.com)

##### Website:

[www.shivia.com](http://www.shivia.com)

*Shivia empowers you  
to empower others*

## Ways to give ...

1) Make an Online donation at: [www.justgiving.com/shivia](http://www.justgiving.com/shivia) You can either make a one-off donation or become a Regular Giver.

2) Shivia has established a partnership with Global Giving, enabling us to be connected to donors and receive support from around the world. You can donate through

<http://www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians/> or if U.S. based through <http://www.globalgiving.org/projects/livelihood-development-for-400-rural-indians>

3) Fundraise for us through Virgin Money Giving -

<http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1006454>

4) Shivia has teamed up with SharedImpact – you can donate through [www.sharedimpact.org/product/44553/Shivia](http://www.sharedimpact.org/product/44553/Shivia)

5) Please visit Shivia's crowdfunding page with Makerble

<https://www.makerble.com/charities/shivia>

6) For those based in the U.S. we will shortly be connected with **The Centre for Community Economic Development (CCED)** enabling us to channel donations from there

7) Send a cheque to:

Shivia  
c/o EFG Private Bank  
Leconfield House  
Curzon Street  
London  
W1J 5JA

Don't forget to tick the gift aid box online, or complete a gift aid form if you are posting a cheque and are a UK tax payer. **Gift Aid allows us to reclaim the tax on your donation's gross equivalent, e.g. if you donate £10 using Gift Aid, it's worth £12.50 to us!**

**If you have any questions please feel free to contact us.**

*Thank you!*

