

# Contact Form

We are interested in collaborating with Jeevika Trust to help your work in India.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Position: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

We are interested in supporting Jeevika Trust, please:

Call me  E-mail me

We want to:

- Sponsor an event or publication
- Offer cause-related marketing
- Nominate Jeevika Trust as our 'Charity of the Year'
- Start up payroll giving
- Get involved with staff fundraising and volunteering
- Offer a gift in kind
- Start recycling for Jeevika Trust
- Display a collection tin and leaflets
- Donate shares
- Match funding
- Not sure, but would like to know more

Please return this completed form to:

Jeevika Trust, Navigator House, 60 High Street, Hampton Wick, Surrey, KT1 4DB

or contact the team directly by calling +44 (0)20 8973 3773 or e-mailing [contact@jeevika.org.uk](mailto:contact@jeevika.org.uk)



I knew my customers wanted to help the desperate situation left by the tsunami. But I wanted to know where this money was going—not just into some huge pot! Supporting Jeevika Trust's mobile hospital meant that we received feedback direct from India. It was really tangible—we had really helped make a difference.

*Selena de Moubray, Le Bar National,  
St Jean d'Aulps, France*

Jeevika Trust  
Navigator House, 60 High Street  
Hampton Wick, Surrey, KT1 4DB

Tel: +44 (0)20 8973 3773  
Fax: +44 (0)20 8973 3993

[www.jeevika.org.uk](http://www.jeevika.org.uk)  
[contact@jeevika.org.uk](mailto:contact@jeevika.org.uk)

Registered Charity No. 291167



Jeevika trust  
village livelihood in India



Working towards an India without absolute poverty where all people have the opportunity to live with dignity, free from hunger, deprivation and marginalization

Corporate Social Responsibility  
and Jeevika Trust

## Jeevika Trust

Jeevika Trust is a registered charity that aims to tackle the roots of Indian poverty by revitalizing rural communities. We work with people on the margins of rural society, low-caste and tribal people, especially women, to help them build and sustain their individual, family and community livelihoods.



Jeevika is a Hindi word, best translated as 'livelihood'. For us 'livelihood' goes beyond income-generation and making a 'living', to embrace all the primary conditions for a viable, dignified and hopeful existence.

### Why India?

The general impression is that India is growing rich under globalisation with new business opportunities popping up every day in boom cities like Bangalore and Mumbai. The Indian economy is set to overtake Britain's to become the world's fifth largest economy within the next decade, and more and more companies are opting to outsource work. India seems to be thriving.

**But India has another face.** For the almost 300 million people in rural India, a population nearly the size of the United States, India is not reaping the rewards of globalisation and dramatic economic growth. Villagers' access to water, shelter, health, food security, literacy and human dignity is more fragile than ever. Women and children especially bear the burdens of family existence.

**It is time to do something about this. And Business has its part to play.**

### Why Jeevika Trust?

We have over 35 years experience of working in rural India. Over the last decade we have touched more than 100,000 lives through a range of projects in the centre, north, east and south of India. These projects include supporting women in bee-keeping, mint-cultivation, goat-rearing, bamboo craft and similar activities; training community leaders in village democracy, and artisans in low-cost building; and promoting health and gender awareness.

## Corporate Social Responsibility and how you benefit

"A third of people in the UK say companies' responsibility is very important to their purchasing decisions."

*The Public's Views of Corporate Responsibility, Mori 2005*

Collaborating with Jeevika Trust in a mutually beneficial partnership is a way of ensuring your CSR objectives are met in the most effective way possible, maximising shared rewards.

A partnership with Jeevika Trust will allow you to:

- Fulfil your CSR objectives
- Enhance your reputation
- Differentiate yourselves from your competition
- Create positive media and branding opportunities
- Build on existing relationships with key target audiences
- Engage and motivate employees, suppliers and customers
- Support a cause relevant to you and your employees, suppliers and customers
- Potentially increase sales and customer loyalty
- Benefit from tax incentives



We work directly alongside and with our partners at every stage to ensure that you achieve your CSR objectives, while helping us to build and sustain individual, family and community livelihoods across rural India.

As well as generating a positive image in the minds of your customers and staff, you may have more specific corporate objectives you want to achieve. If this is the case, please let us know and will be happy to try to work them into the campaign while also raising vitally needed funds for Jeevika Trust.

**To find out more about how you could benefit from helping Jeevika Trust, please visit our website, [www.jeevika.org.uk](http://www.jeevika.org.uk). To discuss any ideas you have please contact the team on +44 (0)20 8973 3773.**

## How you and your company can make an impact—starting today

"Companies can be part of the solution to the challenges our society faces today—helping to build a fairer society with stronger communities, and a more productive economy with opportunity for all."

*A Guide to Tax Incentives for Corporate Giving, HM Treasury*

There are so many ways for your company to support Jeevika Trust—there is something to suit everyone...

- Sponsoring an event or publication
- Cause-related marketing
- Charity of the Year
- Payroll giving
- Staff fundraising and volunteering
- Gifts in kind
- Recycling opportunities
- Displaying collection tins and leaflets
- Donating shares
- Matching funds
- Your own personal initiative



At Jeevika Trust we are always open to new ideas for corporate collaborations with us. If you have an idea of how you want to support our work that is not listed above please just give the team a ring and we will be happy to discuss your ideas, needs, wants and questions.

Jeevika Trust is a dynamic and rapidly growing charity through whom corporate partners can make a significant impact. With expanding programmes and partners in India, this is an exciting time to support Jeevika Trust.

For more information on each of the above methods of supporting our work please visit our website or contact the team today.