

# MATTAMPALLY NEWS

HEARTS' CRY, Inc.

Winter 2008

## The Microenterprise Loan Program

Although the work of HEARTS' CRY is focused on providing tuition for children attending St. Ann's School and Viveka Vardini High School, we have expanded our outreach well beyond childhood education: hot meals for children, elder care, home sanitation improvements, the Community Center, academic achievement awards, scholarships for college and technical training, and more! Here, we provide more information about the Women's Microenterprise Loan program.

The Board of Directors approved the expenditure of \$3,000 from our reserve funds. \$1,000 was directed to provide microenterprise loans for women. \$1,200 was used to cover half of the cost of 12 sewing machines for the 12 graduates of the sewing and embroidery program at the Community Center. The graduates will apply for microenterprise loans to cover the remaining costs of starting tailoring businesses in the village.

Currently, the Women's Development program provides funding for the Microenterprise Loan Program, which consists of 12 economic cooperative

groups. The groups meet monthly and collect \$1 per member. They vote on which members receive available loan monies, collect repayments and listen to educational presentations. In this newsletter you will find a letter from Gopu Padma, a member of one of these groups. Your contributions to HEARTS' CRY funded the construction and maintenance of the Community Center as well as the early stages of the Women's Development Program. New donations to the program will allow more women to receive microenterprise loans. What a difference these contributions have made in the life of Gopu Padma, her family and so many others in Mattampally!

Members of the Microenterprise Loan Program have started a wide range of small home-based businesses in Mattampally using loans that can range from \$20 to \$300. Examples include (a) home-based shops selling household merchandise (\$300 each), (b) some women are adding cell phones to their shops with pay-per-call service (\$100), (c) purchasing two adult female goats or two adult sheep with one male one for fast breeding (\$ 270 each), (d) two water buffaloes for milking (\$300), (e) pairs of pigeons for breeding (10 pairs \$20), (f) pairs of chickens for breeding and egg laying (one pair is \$20), (g) home-based shop selling packaged coffee & tea (\$250), (h) home-based shop selling packaged spices (masala) (\$125), (i) home-based shop selling cooking and cleaning utensils (\$250), ( j) home-based shop selling clothing & ready-made dresses (\$300), (k) stall selling tea and snacks (\$300), (l) a fresh fruit stall (\$80), (m) a vegetable stall (\$80), (n) a home-based cement brick-making business (\$200).

There are no incidental costs related to the Microenterprise Loan Program. All

donations directed to the program are received by the women as loans. The small salary of the Women's Development Coordinator is covered by the interest charged on the loans. New loans are being funded as existing loans are being repaid.

For women who have lived with absolute poverty their whole lives, with very little hope of gaining meaningful employment, the opportunity to start their own business is life changing. It allows them to provide basic needs for their children and it gives them self-confidence and hope for the future.

Thank you for all that you do to support the good work of HEARTS' CRY.

*Peter M. Salmon*



A microenterprise loan provided the Kakumanu Jhonsi family with brick-making supplies.

### JUNE ' 08 - MAY ' 09 SCHOOL YEAR FEE DEADLINE

**March 1, 2008** is the fee deadline for continuing registrants in the educational sponsorship, elder care sponsorship, and hot meal plan programs. If at all possible, please submit the full year fee which allows for the purchase of bulk supplies at lower costs. Arrangements may be made to donate fees on a semester basis.

# Success Story from a Member of Women's Co-ops

I am Gopu Padma, resident of Mattampally. My husband and I are daily laborers and earn \$2.50-3.00 a day. We were struggling to make ends meet. There was no chance of saving any money whatsoever for educating our children, to spend on our sickness, to buy new clothing or to eat a delicious meal on our festivals. In this desperate situation, HEARTS' CRY, Inc., through the Jeevana Jyothi Charitable Trust started women's cooperatives in Mattampally. I took it as a golden chance to join in one of the 14 women's groups (almost 200 members) that save \$1.25 a month. I saved around \$12.50 in ten months. There are 10 members in our group.

The office bearers of our group were happy with my consistent savings and regularity & punctuality in attending monthly meetings conducted at Life Light Community Center. They sanctioned me a

loan from our own group. I took advantage of the loan and started to rear chickens in my own house. After a few months of multiplication, I sold some of them to chicken shops in Mattampally itself. I keep selling them as and when I require and in case of emergency. Thus, I made an extra income with that business. I could pay back the loan with nominal interest to my group. I am filled with plenty of self-confidence and enthusiasm with the first business and with that extra income for my family.

Later, I applied for a HEARTS' CRY loan and got it approved by the governing body. The day I received the loan was a remarkable day in my life. I bought a milking buffalo with the loan amount. I sell 3 liters in the morning and get \$1.35 and 4 liters in the evening and get \$1.80. I have to spend \$1.00 per day to buy the fodder and to maintain its calf. I make \$2.15 profit

a day. This is an extra income to our daily wages of \$2.50. My family is very happy with this additional income which can be used for any family emergency or can be saved to buy another milking buffalo. Thanks a million to HEARTS' CRY, Inc. for providing financial loans to women's groups in Mattampally. You gave us an extra income along with extra self-confidence and self-esteem.

## Volunteers Needed

Website administrator  
Elder care coordinator  
Microenterprises coordinator  
Special needs coordinator

## HEARTS'S CRY Organizational Efficiency

Sponsors often ask how much of their sponsorship donation, gifts and other contributions, go directly to the children and elders in Mattampally. A comparison of our program to some other well-known charities is presented here. The Charity Navigator website <<http://www.charitynavigator.org/>> was consulted to learn more about how charities are evaluated. While we're not large enough to be evaluated by Charity Navigator, we

Charity	% of Expenses		
	Program	Administrative	Fundraising
HEARTS'CRY 2002-07	98.9%	1.1%	0.0%
HEARTS'CRY 2007	96.8%	3.2%	0.0%
CARE	91.6%	4.6%	3.6%
Save the Children	90.4%	3.4%	6.0%
Feed the Children	89.9%	1.9%	8.0%
World Vision	86.4%	5.0%	8.4%
Drs. w/o Borders	85.7%	1.3%	12.9%
Heifer	75.1%	6.8%	17.9%

### MOST NEEDY FAMILIES LIST

Seven, severely, malnourished children have been placed on the most needy families list. A full year meal plan is \$240 and a six month meal plan is \$120.

Mamidi Kamala  
Kommeraboina Naresh  
Chinnapongu Narsaiah  
Maidi Mose  
Kantu Lakshmi  
Karnati Tharun  
Vallapudasu Upendra

This plan provides two hot meals a day, seven days a week.

compared our organization to the others using similar criteria.

Charity Navigator evaluates a charity's organizational efficiency by comparing the percentage of revenue spent on Program Expense to Administrative and Fundraising Expenses. The table above shows some of the international charities who also provide humanitarian relief to third world countries, especially to children.

For the 2007 calendar year, HEARTS' CRY had: Program Expenses (disbursements to Jeevana Jyothi Charitable Trust [JJCT]) of \$74,315 and Administrative Expenses (rent, utilities, insurance, etc.) of \$2,474. The Fundraising Expenses

(postage and printing) were covered by a grant.

All sponsorship donations and contributions are sent to the JJCT for distribution for our educational, health, food and medical programs and funded grants. Designated donations are also sent to the JJCT for purchase and delivery of special needs gifts.

Since this is the first year we've had office expenses our Administrative Expense is higher for 2007 than in prior years, but still well over 96% of all donations go directly to fund programs and grants, or to designated gift recipients. See how we compare.

Kim Alexander



Community Center sewing program participants.



Microenterprise loan provided the Bomma Kanti family with a phone and sundry store supplies.

### Alternative Gift Fair Results

Sales of HEARTS' CRY holiday cards at the 2007 Alternative Gift Fair will provide families in Mattamplally with 19 pairs of sandals, 195 pigeons, 54 chickens, 2 full-year hot meal plans, and \$995 of additional undesignated donations. Your generosity is much appreciated. Much thanks to Janis Graham who helped organize the event.



### Correspondence Reminder

The office budget does not include funding for mailing sponsor correspondence. Please mail your letters directly to the students or elders, and do not include cash or checks in your letters. Cash might be stolen from letters and families have no means to cash personal checks. All donations should be directed to the HEARTS' CRY office for recording and deposit in the HEARTS' CRY bank account. Your monetary gift will be included in the next available wire transfer of funds to the village.

Use the following format for addressing your letters. Remember that international letters must be weighed at the post office counter.

Child or Elder's Name  
 c/o Miss S. Wilfred  
 Post Box No. 11  
 H. No. 3 - 278/3/A/4  
 Nayanagar, Kodad 508 206  
 Nalgonda District  
 Andhra Pradesh State  
 India

Microenterprise loan provided pigeons for the Kakumanu Santhosh family.

## HEARTS' CRY, Inc.

### Board of Directors, 2007-08

- Hon. Judith Rossiter—President
- Ms. Janis Graham—Vice-President
- Mrs. Audrey Kahin—Secretary
- Ms. Michelle Benedict-Jones—Treasurer
- Mrs. Kim Alexander
- Dr. Sanjeev Bhojraj
- Ms. Christen A. Bonacci
- Mr. John Jaquette, Jr.
- Mrs. Adrienne Posner
- Mr. Peter Salmon
- Mrs. Ellen Wheeler

(Contact information listed in the Summer 2007 issue)

### Hearts' Cry Coordinators, 2007-08

- Jo Ann Fuller—Nursery-9th grade
- Christen Bonacci—10th-12th grade, Grant research
- Sanjeev Bhojraj—College & Technical training
- Janis Graham—Long-Range Planning Committee, Alternative Gift Fair
- Peter Salmon—Newsletter
- Ellen Wheeler—Elder Care, Microenterprises, Special Needs, Hot meal program, Office Manager

### Homeless Elders Still Need Sponsors

These four elders, who were featured in the last newsletter, are still in need of sponsors for the upcoming Indian school year, (June'08—May'09). The elder care sponsorship fee is \$260 per year.



Chinthala Lakshamma



Mekala Gurvamma



Pulusu Somulu



Salla Ramaiah

# Needing Educational Sponsorships

One-year sponsorship, \$260  
Six-month sponsorship, \$130



**Chinthala Sindhuja**  
Nursery School

Lives with grandparents.  
Parents are farmer and day laborer (\$300/yr income).



**Kakumanu Bala Prashanth, Grade 8**

Lives with grandmother (father dead, mother is slightly handicapped). (\$150/yr income).\*



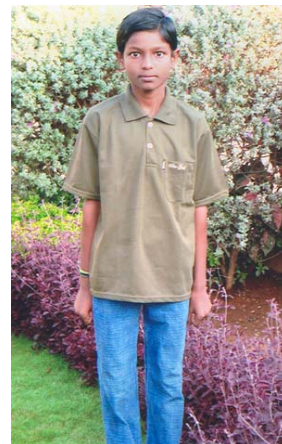
**Kandukuri Lokesh**  
Grade 1

Parents are day laborers; mud-walled home w/o latrine (\$275/yr income).



**Kommeraboina Naresh**  
Grade 7

Parents are day laborers; live in a hut w/o latrine (\$200/yr income).\*



**Mallebonia Venkatesh**  
Grade 8

Parents are day laborer and shepherd; thatched roof house w/o latrine (\$200/yr income).\*



**Thrimal Reddy**  
Kindergarten

Parents are farm laborers; live with grandparents; asbestos sheeted house (\$320/yr income).

*In addition to the young children pictured here, there are more who need sponsors.*

\*Original sponsor no longer able to provide funds for tuition.

## Planning for your sponsored child's future: Estate and tax tip

Many of our sponsors have developed wonderful relationships with their sponsored child or elder over the past few years. Perhaps it has not yet occurred to our sponsors to provide for continuation of the sponsorship as part of their estate planning. We would encourage our sponsors to include a gift to HEARTS' CRY, Inc. in their Will or Lifetime Revocable Trust, as a part of their estate plan.

The gift can be expressed in the Will or Trust and may state that it is for the benefit of the sponsored child or elder. Please be sure to list HEARTS' CRY, Inc., not the child or elder, as the beneficiary. In that way the gift may be eligible for a charitable estate tax deduction (you should consult your own attorney for tax advice). Also, it would be advisable to allow HEARTS' CRY, Inc. discretion to use the funds in a different manner if, for example, the beneficiary leaves the program, moves away from the area or passes away.

Sample language of a bequest is as follows: "I give to HEARTS' CRY, Inc., a charitable, non-profit corporation with offices in Ithaca, NY, the sum of \_\_\_\_\_ [insert amount], to be used at its discretion, although it is my request that it be used for sponsorship fees or other benefits for \_\_\_\_\_ [insert name of child or elder]."

If you are considering this option, you should consult your attorney or contact the HEARTS' CRY, Inc. office.

*Mark B. Wheeler, Attorney*

**HEARTS'CRY Newsletter is published quarterly.**  
**Deadlines: January 1, April 1, July 1 and October 1.**  
**For general information about the programs or to volunteer support, contact Ellen Wheeler at**  
**HEARTS'CRY, Inc.**  
**100 West Seneca Street**  
**Ithaca, NY 14850**  
**(607) 319-0200, [heartscry@centralny.twcbc.com](mailto:heartscry@centralny.twcbc.com)**  
**<http://www.heartscryindia.org>**

## Important Policy Change for Educational Sponsorships

At the December meeting of the HEARTS' CRY Board of Directors, a resolution was passed to adopt a policy change refocusing the HC educational programming on the K-10th grade level. The JJCT Board in India feels strongly that the greatest benefit will come from allowing more children the opportunity to attend school in Mattampally. When their student graduates from 10th grade, sponsors will be invited to support a new child in the K-10 program. There are currently more than 200 children in Mattampally needing K-10th grade sponsorships. In order to

further facilitate focus on the K-10th graders, a separate, higher education program will be available to graduating 10th graders, along with current 11th & 12th graders, consisting of one year technical training programs, or, for a select few who are academically advanced, a 4 - 6 year college program (intermediate studies plus a 2 - 4 year college program). We will be contacting current sponsors of 10th, 11th and 12th grade students to discuss how your student will be affected.

*Christen Bonacci*