



As the winter ebbs away, it is almost the time for the season of romance and of new beginnings. India celebrates the oncoming of spring with the joyous festival of Holi. On this day, people befriend even their enemies and splash them with colors, sweets and more.

When you lit a lamp and sent a gift to SOS in Diwali 2009, you began a tradition that would make a real difference to the young and abandoned children of India. I am now asking you to generously sprinkle the colours of joy and happiness on a child like Sushmita who had lost everything.



Finding her real family.

Sushmita's story starts in early childhood when her mother died. Her poor grandmother raised Sushmita as best she could, until she too passed away. When she was sent back to her father, Sushmita's new stepmother sold her as domestic help. Fortunately she was rescued by a child protection agency and reunited with the family, to be promptly resold as soon as her father died.

It was in such a state that by sheer luck a good samaritan found her. After discovering her tragic story the samaritan handed her over to the Police, who in turn sent her to the Child Welfare Committee. Looking at her aptitude the Chairperson of CWC, Patna referred Sushmita to the SOS Children's Village Begusarai for permanent care and protection. Sushmita has now found a family where she belongs.

Sushmita's story is not uncommon in India. There are still many places where children, especially girls, are thought of as burdens to the family and are sold off as domestic help.

It is our sincere belief that every child should have a home, a loving family and a safe childhood where they can develop to their full potential. Orphaned and abandoned children deserve a chance to live their childhood just like children with parents do. We work hard to ensure that such children are not left to the mercy of the world or are out begging for a livelihood on the streets.

We need you. The children need you.

It is your partnership, your generosity which makes the magic happen for these little children. They get a chance to be responsible and caring citizens because there are people like you who will always care about what happens to the little children who get left behind.



**SOS CHILDREN'S
VILLAGES**

A loving home for every child

It is your partnership, your generosity which makes the magic happen for these little children.

- A gift of \$25 can help SOS Mothers put food on the table for their children
- \$50 gift can buy clothes and books to send a child to school for the first time
- \$100 can provide medical checkups and vaccinations for an SOS child
- \$200 or more can help us build a new SOS village with 10 to 15 family homes

Since the first SOS Children's Village opened its doors to the orphaned and abandoned children of India in 1964, we have come a long way. As India leads the world in terms of economic progress, there are many Indians still dealing with the most basic issues of hunger, clean water and food – and it is children who bear the brunt of these deprivations.

We simply cannot afford to let them down!

Please send a donation right now and help build a future for the little ones. They are counting on both of us. Celebrate the colors of Holi and make it a truly joyous occasion for these children. I urge you to send a gift to SOS Children's Villages today.

For the children,

Moumita Bhattacharya

Director

India Initiative for SOS Children's Villages

moumita.b@sos-usa.org

P.S. Your small gift can bring the magic of Holi in a child's life. Let them know that there is a future full of possibilities that awaits them. I urge you to make a generous contribution to SOS Children's Villages today.

SOS CHILDREN'S VILLAGES URGENT REPLY

YES, Moumita. I want to the children in India to play with bright colors and enjoy a wonderful celebration of Holi. I have enclosed my tax-deductible gift of:

\$25 \$50 \$100 \$200 Other \$ _____

YOU CAN MAKE FOR A REALLY COLORFUL HOLI THIS YEAR!!

- Check enclosed, payable to SOS Children's Villages
- I want to charge my contribution to my credit card (Please see reverse)

Please return your contribution in the envelope provided. Your gift is tax-deductible to the full extent of the law

10210 ID#



SOS CHILDREN'S VILLAGES

A loving home for every child

SOS Children's Villages in India

SOS India Milestones in 2009

- Inauguration of 40th SOS Children's Village in Alibaug
- Over 10.5 % increase in the number of new children admitted to SOS Children's Villages
- Opening of 2 new family homes for children with special needs in SOS Children's Villages, Khajuri Kalan near Bhopal
- Over 1,500 new child beneficiaries from the Family Strengthening Programs
- Inauguration of new vocational training center at Bhakatpara
- Foundation laid for 41st Children's Village in Tirupati

OUR VISION

Every child grows up in a home with love, respect and security.

OUR MISSION

- To build families for children in need
- To help them shape their futures
- To share in the development of their communication.

WHERE WE WORK

We have over 500 Children's Villages in 132 countries. 40 of the SOS Children's Villages are in India with over 122 family strengthening projects and programs that benefit the community.

As a donor to SOS, you are contributing to the **#1 global organization** dedicated to building a family and a future for the world's orphaned and abandoned children. Over the past 60 years, SOS has grown to a worldwide network of nearly 500 villages in 132 countries.



SOS Children's Villages was named one of America's best charities and is a member of the Better Business Bureau's Wise Giving Alliance, meeting all 20 standards for governance, effectiveness and financial accountability.

THE SOS STORY IN INDIA

- India has a child population of 410 Million
- Out of them 20 Million have lost one or both parents
- Almost half of these are less than 10 years of age
- About 118 Million children are living in abject poverty

Credit Card Giving Information

I want to make this Holi a really joyous one for the children. Please charge my gift of \$ _____ to my:
 Visa Master Card Am Ex Discover

Card Number Expiration Date

Card Holder's Name (please print)

Card Holder's Signature (required)

Telephone Number



SOS CHILDREN'S VILLAGES - INDIA
PO BOX 96718
WASHINGTON, DC 20077 - 7490

Your gift is tax-deductible to the extent allowed by law. Please return this form with your check or credit card information in the enclosed envelope. Your questions and comments are important to us.
Call 202.347.7920 / 888.SOS-4KIDS, or visit www.SOS-INDIA.org

