

McKinsey for Children

# Newsletter



July 2011

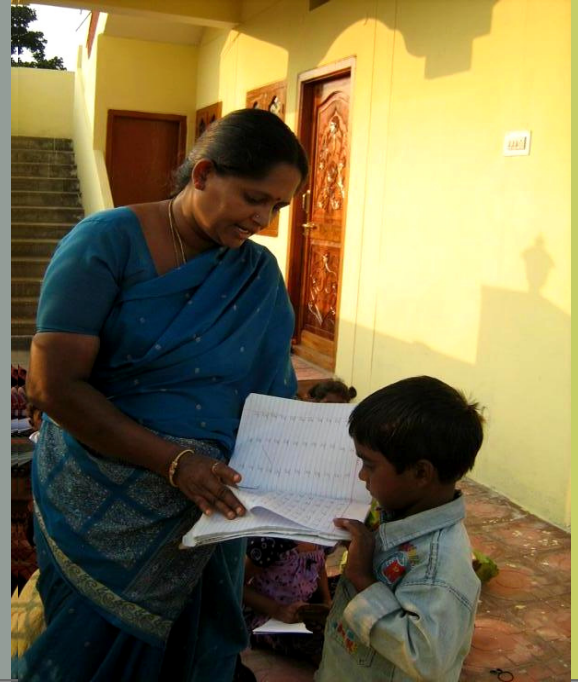
## News from the front



As you know, McKinsey for Children strives to make an **impact on the lives of deprived children around the world**. Thanks to your help, our foundation has already helped many needy youngsters. In this first McKinsey for Children Newsletter, we give you a flavor of the impact we've achieved with our projects and an update on our ongoing efforts to grow our foundation.

Don't forget, too, we're always on the look out for **colleagues to join our team and for new projects to support**. And, of course, you can help us support new projects to have a real impact on children's lives by **making a donation using the form at the end of this newsletter**. Thank you in advance for your valuable support!

## Making an impact



### Helping poor children go back to school (Asha Jyothi, India)

McKinsey for Children recently decided to support the **Asha Jyothi Back to School Program, which will give 100 children in India who had to drop out of school due to poverty the chance to go back to school.** The children will also get extra tuition for 2 hours every day to help them with their homework and keep up their grades.

The Asha Jyothi Back to School Program will not only give these children a vital education and the hope of a better future, but will also shield them from exploitation as child labor or worse.

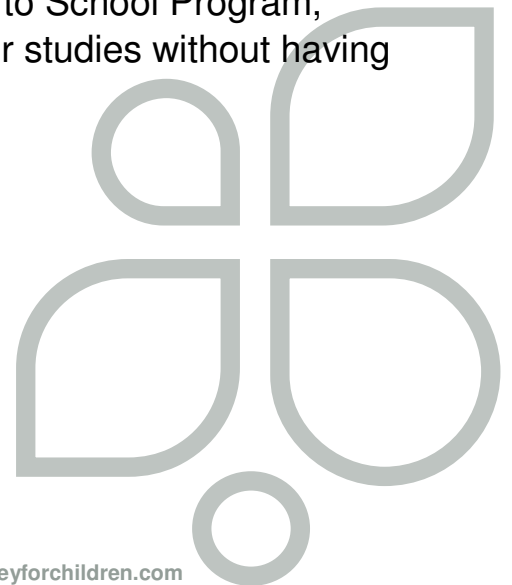
The Asha Jyothi organization has several other initiatives that ensure a better life for underprivileged children, for example by building orphanages. Asha Jyothi also runs vocational training centers to help single mothers become economically independent.

## Making an impact



### Reena and Sheela's story

**Reena and Sheela are just two of the children helped by the Asha Jyothi Back to School Program.** The father of Reena and Sheela died in 2010. Their mother, Devi, sells clothes in a shop. As a single mother, she couldn't afford to support her family and educate her children. Every day after school, therefore, Reena and Sheela had to work in the same shop selling clothes in order to pay their school fees. Of course, this affected their studies and they had to drop out of school earlier this year. But now, thanks to the Asha Jyothi Back to School Program, Reena and Sheela will be able to continue their studies without having to work in a shop every evening.



## Making an impact

### Multiplying social impact through access to education (Aiducation International, Kenya)

Since March 2010, **McKinsey for Children has been supporting 20 highly talented students in Kenya in collaboration with Aiducation International**, a non-profit organization that awards merit-based high-school scholarships to bright but needy students in developing countries.

**The students are outperforming their peers** thanks to **performance tracking, mentorship, and coaching** – 80% are performing well enough to gain admittance to university, the remaining 20% will get admitted to colleges.

**Through its association with McKinsey for Children**, Aiducation International was able to **attract more donors**, doubling the number of talented children it supports from 140 to 280.



*A thank you note from Charlotte: “I would like to thank my donor for accepting to help me by paying my fees so as to achieve my dreams. I would like to tell him/her that I will work hard and make him/her proud. I am really humbled to say that I am grateful for you to give me this chance. May God bless you and grant you the desires of your heart”*

## Growing the foundation



McKinsey for Children is continuously reviewing new projects that will make a difference to needy children around the world. Naturally, these projects require fresh funding. On Values Day, our SWO colleagues set a great example with a **spontaneous auction of the images they had painted earlier that afternoon!** The auction raised almost **CHF 2,000**, and the SWO **promptly doubled the sum!** Many thanks to all the bidders and to the office for getting our fundraising campaign off to a fantastic start! This year, we've already raised CHF 35,000 so far, but we still have a long way to go to reach our **ambitious target of CHF 100,000 for 2011.**

Our **new website** has been updated to give you a richer and more detailed overview of the projects we support.

After officially going international in 2010 with the launch of McKinsey for Children Switzerland, we've now started initiatives **to expand to other McKinsey offices in Europe and in South Africa.** We expect our efforts to bear fruit by the end of 2011.

## Helping us to help needy children



### **With your help, we can support new projects and make a real difference to the lives of deprived youngsters**

- Make a donation using the form below – remember, even a little can make a big difference to a poor child
- Propose new project ideas for the McKinsey for Children team to review – don't hesitate to reach out to us with your ideas
- Join the McKinsey for Children team

Please reach out to us if you have any questions, ideas, or comments, or if you'd like to find out more about how you can contribute to McKinsey for Children's activities.

We look forward to hearing from you!

*The McKinsey for Children Team*



First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Full address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

I would like to make a donation to McKinsey for Children

One-time donation of CHF/EUR \_\_\_\_\_

Monthly donation of CHF/EUR \_\_\_\_\_ starting with a first payment  
in \_\_\_\_\_ (month/year) for a duration of \_\_\_\_\_ months

Please use the following bank details for your donation:

McKinsey for Children Switzerland  
UBS AG  
Account: 0225-100059.01J  
BIC: UBSWCHZH80A  
IBAN: CH710022522510005901J

McKinsey for Children Germany  
Deutsche Bank  
Account: 1938000  
BLZ: 700 700 10  
SWIFT: DEUTDEMM  
IBAN: DE 75-700 700 10-0-19 38 000-00

***We kindly ask you to sign and return the completed form to:  
[info@mckinseyforchildren.com](mailto:info@mckinseyforchildren.com)***

Place and date: \_\_\_\_\_ Signature: \_\_\_\_\_

***Thank you very much for your donation and for helping us  
to help rewrite the future of children in need.***