

## ***Can Crowdfunding Help a Child Say the Word 'Maa' for the First Time?***

***VAANI crowdfunds at Fueladream.com to give a voice to the voiceless***

**Bangalore, June 24, 2016:** This is the story of Ashok. He was born in Pandua, West Bengal with hearing impairment. In his early years, his mother would wonder why he hasn't started speaking. She assumed that he would learn slower than other children. As he grew older she suspected that he could be deaf, but refused to accept it. Eventually she had him tested and found out he was deaf.

But he was already four years old. He had missed out on very essential sensory stimulation to develop language, and his mother could still not communicate with him in any meaningful way.

On the suggestion of a friend, she consulted specialists at VAANI.

Because of the complete lack of support or access to information, Ashok's mother learned more in 30 minutes at VAANI than she had in the last 4 years. While the NGO worked with Ashok to teach him to communicate, they also had to put an equal amount of effort to train his mother to understand him.

*'My child does not know me; he doesn't know I'm his mother. He can't even call me "Ma". How do I make him understand that I am different from other people, that I am his mother?' – Ashok's mother before coming to Vaani.*

VAANI aims to bridge this communication gap between a child and the parent. VAANI has been working across the country to bring communication and language to the lives of deaf children and their families.

In 10 years, VAANI has touched the lives of 27,000 people - 6400 children, 11300 parents, 6544 professionals, 3000 general public, across 8 states. And their work has won admirers like, **Arun Lal, the former Indian cricketer & commentator.**

***Arun Lal says, "There's such little knowledge about deafness & it's a difficult problem to handle. I have known Vaani for a long time, been associated with them & seen their good work. In the past even the Indian cricket team has also raised funds for them. It's imperative that their knowhow is shared with more people & I would implore all to donate to this cause."***

Here is the link to the video of Arun Lal 'batting' for Vaani - <https://youtu.be/CoUXHS7DiPs>

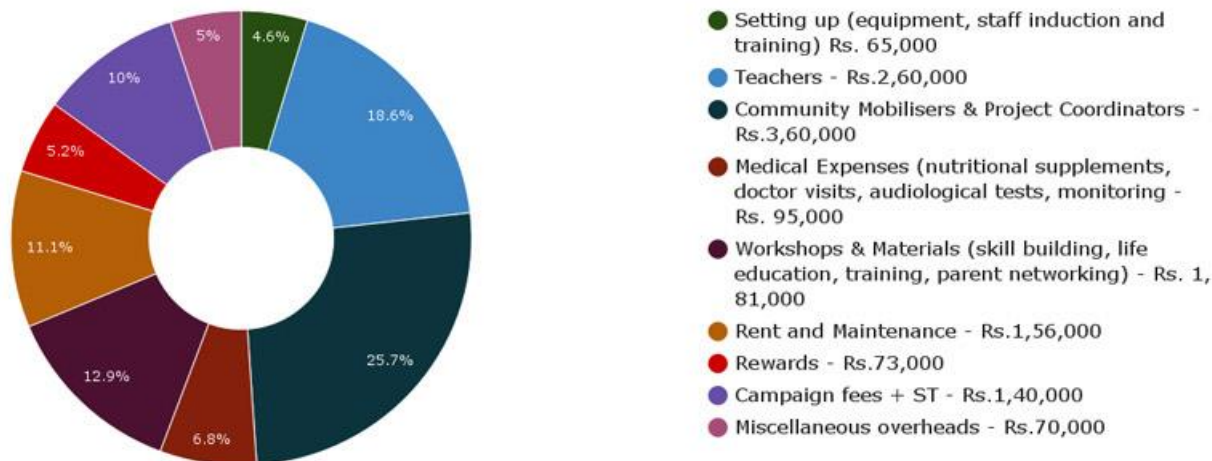
VAANI intends to reach out to every deaf child in India by initiating Sadhan Centres in all states, starting with Karnataka. They hope to raise INR 14,00,000 on the crowdfunding platform. The funds will be utilized to set up a Sadhan Resource Centre in Bangalore.

Ranganath Thota, Founder & CEO of Fueladream.com shared, **"It is humbling to see how easily we can make a difference to so many lives. We really believe in this campaign and hope that the citizens could also find it in their heart to help these children and help in their education."**

VAANI's method of teaching involves the combined method of communication and focuses on communication between the parent and the child. This involves incorporating various means of communication including sign language, gestures, body language, written and visual aids, listening, lip

reading, and speech to educate a child with hearing loss. Each family receives comprehensive, unbiased information, and training thus enabling them to make informed decisions for their children based on their own culture, values, and views.

**VAANI Cost break up of Rs. 14 lakhs for setting up the Bangalore Sadhan centre**



**Contribute at [Fueladream.com](https://www.fueladream.com) and speak up for those who cannot.**

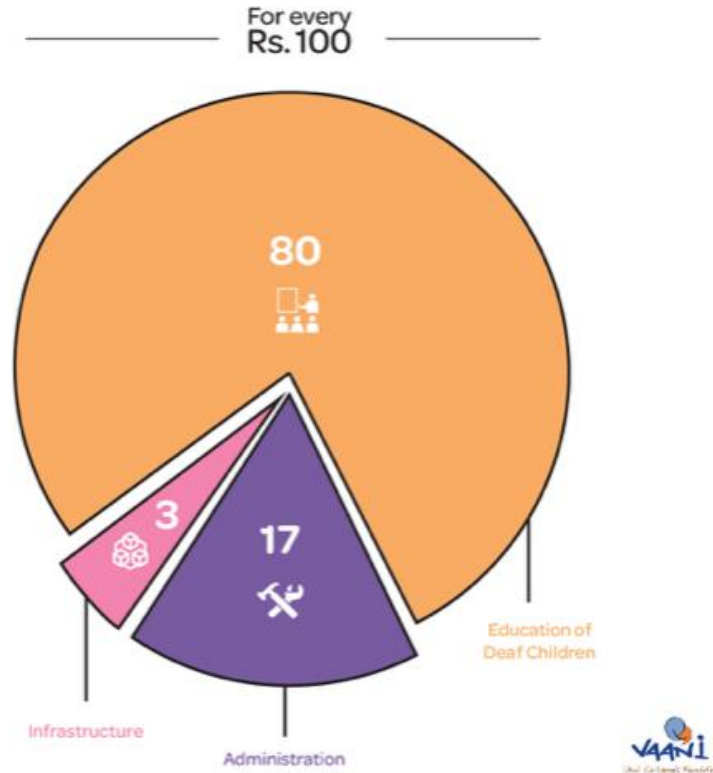
<https://www.fueladream.com/home/campaign/85>

**The Sadhan Resource Centre**

**Here's how it works**

1. We conduct a feasibility study to choose the right area.
2. We find space. It could be an apartment, part of a school, or even a cow shed!
3. We hire and send out community mobilizers who find and identify deaf children and families through word of mouth, and SSA and Anganvadi workers.
4. We equip the space with all our teaching material.
5. We deploy our most important asset, the technically qualified teacher.
6. And then we teach.

VAANI was established as a 'corporate' NGO, where we have fool-proof systems for finance, HR, accountability and impact assessment, just like any well-run business. We set up a well-stocked office with basic things like Internet access for all, competitive salary grades and a comfortable work environment. We believe that if we want to advocate for the rights of deaf children and do the job properly, we must then ensure that the people who work in VAANI are well taken care of.



For every INR 100 that is spent, INR 80 goes towards service delivery, INR 17 goes towards administrative costs, and INR 3 goes towards Infrastructure.

- Service Delivery – All expenses towards VAANI’s services directly reach the beneficiaries – children, parents, teachers, community.
- Administration – All expenses towards the smooth functioning of the organisation
- Infrastructure – All expenses that enable VAANI to deliver its services.

### Impact so far

- Our Sadhan Centres have helped many families of the deaf lead better lives.
- Parents are empowered and educated about all means of communication their child can use, after which they make informed decisions on what is best for their child. Most of these parents have a conversation with their child for the first time.
- Some parents have set up their own Parents Support Groups to share individual stories of their struggles and learning to help each other collectively overcome hurdles. Some have set up their own partner organisations with us to deliver our technical expertise to parents in need.
- Children that get support in our Sadhan Resource Centres are being mainstreamed into regular schools.

- In 10 years, we have touched the lives of 27,000 people with our work - 6400 children, 11300 parents, 6544 professionals, 3000 general public. Across 8 states.
- First ever unique public-private-NGO partnership in Assam - MoU signed with the Govt of Assam to take our services to 26 blocks in 3 districts of Assam. The Govt provides the space, some manpower and the access to the communities; VAANI provides the technical expertise for teaching deaf kids; project funded by Jamshetji Tata Trust

### **Awards & Recognitions**

- In 2012 VAANI won the eNGO award for Advocacy, presented by Resource Alliance, UK.
- VAANI was adjudged one of the Top-Rated Nonprofits for 2012 by GreatNonprofits, the leading provider of user reviews about non-profit organizations.
- Mrs Brinda Crishna (Founder Director of Vaani) was shortlisted for the Ogunte Women's Social Leadership Awards. She was one of 3 finalists in the segment Category Leader in Charitable Organisations and Campaigns 2013.

### **About FuelADream.com**

**FuelADream** is a crowd funding marketplace for people and organizations that aim to raise funds for creative ideas, causes, charities etc. Founded in Mid-2015 and based in Bangalore, the start-up aims to impact 2.2 billion people in India, Africa & S.E Asia. Fuel A Dream has raised \$ 250,000 in an initial round of funding over the last 8 months from a clutch of individual investors from the corporate world.

Fueladream.com is the brainchild of Ranganath Thota. His team is focused on transforming how people raise and contribute money for ideas, social causes and other activities.

**FuelADream.com** connects the campaign owners (people who want to raise money) to funders in a very productive and engaging way.

For more information on the campaigns that fueladream.com is working on please visit

<http://fueladream.com/>

**For further queries, get in touch with**

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