

Cox & Kings Foundation, the philanthropic arm of Cox & Kings Ltd. has been working towards giving back to the society by supporting various causes since its inception in December 23, 2010. The foundation has been working with various NGOs catering to different sections of the society in multiple fields including education, health care, animal welfare and women & child welfare; thereby paving the way for sustainable development.



**EDUCATION**

In 2013, Cox & Kings Foundation in association with the NGO Nanhi Kali has adopted the Amrutdham NMC School No 45 in Nasik. Under this project, the company supports the education of underprivileged girls by providing academic support especially for improving linguistic and maths skills. The Foundation also donates books and sponsors celebrations like Children's Day, Christmas celebration, and National Girl Child Day. With this project, the foundation has brought a positive change to the lives of 600 Nanhi Kalis from Std. II – VI since 2013.

In another such educational initiative, Cox & Kings Foundation has partnered with The Mamta Trust in order to give quality education to underprivileged children in Pune. The Pune School has 63 eager young minds, learning to read and write. We expect the number to grow up to 100 children in the year 2016-17. So far, the foundation in association with the NGO has successfully taught approximately 200 children the basics of Mathematics and English.



**ANIMAL WELFARE**

Cox & Kings foundation is closely working with NGOs like People for Animals (PFA), The Bombay Society for the Prevention of Cruelty to Animals (BSPCA) for the cause of animal welfare.

The foundation supports PFA by way of regular donations towards rescue and welfare of sick and needy animals. With this support PFA was able to rescue and rehabilitate more than 769 sick and needy animals. With BSPCA, the foundation has been financing medical facilities for strays and those who have been rendered homeless. BSPCA has constructed a brand new pharmaceutical centre to facilitate over-the-counter purchase of medicines for animals, with support from Cox & Kings Foundation. The Foundation has also extended support in the form of funds for daily supply of milk and medicines for the sick and injured animals.

**SUSTAINABLE DEVELOPMENT**

To eradicate the problem of water scarcity and farm crisis in Jawhar (Dist. Palghar), Cox & Kings Foundation with the support of Pragati Pratishtan has come up with sustainable solutions like drip irrigation & digging of a farm pond.

**Farm Pond –**

- Water scarcity is a major issue in Jawhar. Women have to trek down the valleys every morning to fetch water from the village wells or streams thereby putting a physical burden on them
- A farm pond has been constructed at Tharpapada village that will serve as a water source to various families in the summer.
- This water can then be used for farming and drinking purposes in situations of acute shortage.

**Drip irrigation -**

- Drip Irrigation is a system whereby villagers would be able draw water from nearby rivulets to the field. This would help them grow a second crop.
- This system will lead to estimated 30 farming families do another round of farming after the rainy season thus giving them income in non-monsoon seasons and thereby curbing migration of farmers to cities for odd jobs. By increasing farming opportunities locally through Drip Irrigation, the foundation is bringing in sustainable development in Jawhar.
- The villages that are benefitted because of the drip irrigation are Khadadipada, Mendhichapada, Akre (Aambyachapada) and Pimpalpada.

**HEALTH CARE**

**Supporting HIV affected/infected children**

Cox & Kings Foundation has been working in the field of health care and is determined to reach out to as many people as possible who are in need of health and financial support. Cox & Kings Foundation gives monthly donation to Committed Community Development Trust (CCDT) to ensure the protection of children, especially those who are orphans and vulnerable. The Foundation has been able to positively impact the lives of over 150-200 individuals by way of nutritious food, timely medical care and attention to their developmental needs.

**Blood Donation**

Cox & Kings Foundation with Think Foundation sets up annual blood donation camps every year during the time when there is a dearth of blood donors. Several employees visit the camps and add to the total number of blood units collected. Each donation can help save up to three lives. The partnership of Cox & Kings Foundation and Think Foundation has benefitted as many as 2200 people. The foundation also sponsored Bone Marrow Transplants of thalassemia patients in the past.

**Helping Bhavika**

Sanjay Giri, 34, resident of Triveni Sangam Welfare Society, in Moregaon when found difficult to come to terms with the reality of his daughter-Bhavika's rare illness, he was shattered to realize the huge amount he will have to shell out to help his child recuperate. Bhavika, eight-year-old, is suffering from the rare disorder of precocious puberty – a condition in which breasts, bones and organs of a child grow as that of an adult. She needs an injection of Leuprolide Depot every month until she turns 18 year old. Cox & Kings Foundation is sponsoring the medical needs of Bhavika and intend to continue the sponsorship until she recuperates fully. She is doing exceptionally well in her studies and leading a normal life due to timely medical intervention.

**Supporting kids suffering from cancer**

Cox & Kings is committed to stand shoulder to shoulder with children suffering from cancer. Health care and medical intervention should not be inaccessible to any child suffering from cancer due to absence of finance. The foundation has been sponsoring the treatment of young cancer patients through NGOs like Cancer Patients Aid Association. We also partnered with CanKids to celebrate Childhood Cancer Day on Feb 15th 2016. The celebrations extended for a month with a unique campaign called 'Light it up Gold Taj Mahal'. The campaign reached out to more than 2000 children with Cancer and their families.

**WOMEN & CHILDREN WELFARE**

**Skills Development & Education for Women Empowerment**

Cox & Kings Foundation is determined to empower women and young girls and make them eligible to earn for themselves both income and confidence. The foundation has been acting as a backbone to the amazing projects of Ojus Medical Institute (OMI). Below are the key highlights of the foundations Skills Development & Education for Women Empowerment programme-

- 200-300 women and young girls get empowered every year with skills education which help them to get self-employed or employment in various institutes and organizations. Receiving the certificates for the respective course give the women immense confidence to go forward and seek for healthy livelihood in the community.



- 200-300 women and young girls get education on microfinance, health and nutrition.
  - Around 60% of women start earning 500-1000/- within 3-6 month of passing the course. Some even start earning while pursuing the course.
  - A new book on tailoring course which gives out meticulous details of learning the skill has been launched as a study material for the women.
- Educational and nutritional support for children
- More than 500 children in the age group of 6-18 years are benefitted by the project. Children are provided with nutritional supplements of 100 Kcal through boiled egg on daily basis. Children beneficiaries are from the following schools/ homes:
- David Sassoon Industrial School, Matunga.
  - Chembur Children's home, Chembur
  - Additional Observation Home

- New Observation Home
- Bal Kalyan Nagari
- Dongri Observation Home

**Counselling**

OMI also provides educational counselling to boys from the age group of 6-18 years to motivate them in completing their education, career guidance, hygiene & sanitation, personal growth, interpersonal relationship issues thus preparing them for life beyond institution.

**Work for MDVI**

The foundation in association with Muskan Foundation works for the children facing multiple disabilities with vision impairment (MDVI). Support from Cox & Kings Foundation has alleviated the financial burden off the shoulders of beneficiaries' families. Cox & Kings Foundation has also enabled training to the children with special needs in all the three areas namely cognitive, social and motor. The financial support has also ensured 1:1 teacher child ratio which promises utmost care and unparalleled attention.

**Wish fulfilment**

Simply by granting wishes which are as small but as precious to the suffering children, we give them the hope to conquer their illness. The Foundation has been granting the wishes of terminally ill children in association with Make a Wish Foundation. Every month, Cox & Kings Foundation donates a certain amount to MAWF to fulfil the children's 'to have' wishes. We have successfully fulfilled more than 2000 wishes so far. Apart from this, we have also fulfilled the travel wishes of around 1000 children wherein the child travels to a domestic destination of his/her choice along with the family members.

**Lending a new life**

Cox & Kings Foundation along with its partner Mahesh Aashram, upholds the right to life for every girl child and protests any sort of killing. Through the sponsorship offered year after year, the foundation has been giving a new life to many abandoned girls. There is a huge mentality crisis too which the foundation is trying to curb to reduce the number of abandoning or killing of a girl child.

Cox & Kings Foundation has been successful in changing lives of people. Through the various initiatives, the foundation is focused and determined to support and implement sustainable solutions to eliminate various societal problems.

