



**SHARE
& CARE**
FOUNDATION

NEWS

A newsletter for rural India's caring community of supporters. Each issue shares news and real-life stories of empowerment through education, gender equality, basic healthcare, and sanitation and hygiene.

SPRING 2018

The Family that Runs (or Walks) Together, Stays Healthy Together

We are very excited to announce the first **Share & Care Foundation Make a Difference 5K Walk/Run** — and we want you to be a part of it! On Saturday, May 19, 2018, with your help, we can create the ultimate family event for you, your family, and — BONUS! — for a deserving family living in poverty in India. No matter where you're from — we're all family, so let's do this!

Pictured at right are just a handful of individual and family participants who have already signed up. When we asked Arun Mehta, shown sitting on his grandmother's lap, why he and his younger brother Arhaan wanted to be involved, our hearts melted at his reply:

"We will help someone's family. Don't wait, please sign up, it's for a brighter future for children like us."

—ARUN MEHTA

How You Can Make a Difference

5K Walk/Run: Open to ages 8+, the 5K is for anyone who can safely run or walk 3.1 miles. Competitive runners will be glad to hear the track is a USA Track & Field-certified course.

1K KIDS Walk/Run: Open to ages 7 and under. You can also register an older friend or family member to accompany them.

Sponsor: If you would like to see your name or your business name on the main banner, mile markers, t-shirts, water bottles, signs, not to mention our website, emails, and print ads, we'd love to see it too — the deadline is just around the corner — and thank you!

Please visit shareandcare.org/5K-Walk-Run for all the information you need to register, volunteer, donate, be a sponsor, and learn about the teams, including real-life stories about the children, women, and families they're each fighting for. ●



TOP LEFT: Sareena Parikh (bottom right), a 5K/1K Walk/Run participant, pictured with children from Ekatva, a Share & Care project.

TOP RIGHT: Courtney Hodok (left) and Zorela Jiminez (right), 5K Walk/Run participants.

BOTTOM: 1K Kids Walk/Run participants Arhaan & Arun Mehta, with their grandmother, Amita Mehta.

RUN | WALK | VOLUNTEER
SPONSOR | DONATE

HOW WILL YOU MAKE A DIFFERENCE MAY 19?

shareandcare.org/5K-WALK-RUN

OVERPECK COUNTY PARK, 199 CHALLENGER ROAD, RIDGEFIELD PARK, NJ



HEALTHCARE 2 UNREACHED

ImTeCHO: Innovations in Healthcare Expansion

Our Healthcare 2 Unreached Signature Program brings lifesaving care to people in remote areas of rural India, with a focus on decreasing maternal and infant mortality.

Recently, we joined forces with SEWA Rural, a Gujarat-based NGO with whom we've partnered in the past, to broaden our areas of impact. In 2013, this NGO (in partnership with the government of Gujarat) launched a health initiative known as ImTeCHO, or "Innovative Mobile Phone Technology for Community Health Operations."

ImTeCHO uses cell phones and a custom healthcare app to provide Accredited Social Health Activists — known as ASHAs — with daily home visit schedules for families in poor, tribal areas. During each visit, the ASHA uses the app to submit and gather information to and from offsite health care providers, and may administer medicine or provide other basic services when needed.



ASHA using digital thermometer to take a newborn's temperature during the baby's first post-natal care home visit.

Results

Approximately 10,000 pregnant women and 9,000 newborn infants, predominantly from tribal communities, benefit each year from ImTeCHO. The initiative has increased the rates of institutional delivery, early and exclusive breastfeeding, and home-based newborn care in the project areas, and has reduced infant and maternal mortality by 25%.

How Share & Care Is Helping

In the next phase of the project, Share & Care will provide performance incentives to further increase the effectiveness of the ASHAs. Our efforts will focus on the tribal areas of the Bharuch, Valsad, and Narmada districts. With our involvement, the app is estimated to reach 110,000 people in 3,000 villages.

The basic cost of training one ASHA is \$250, and the cost of providing care to one woman or child is just \$8. To support the continuation of ImTeCHO, please consider making a donation to our H2U Signature Program. You could save a life. ●

WE HAVE TEAM SPIRIT!

When you register or donate toward the 5K Walk/Run, you'll be asked to pick a team to support. Which one will you choose?



Team Victory to defeat child sexual abuse.
IMPACT: 100K+ women and girls.



Team Happy Feet to deliver critical healthcare.
IMPACT: 80+ villages.



Team Spirit to provide indoor toilets and training.
IMPACT: 770 families.



Team School to keep marginalized youth in school, and provide loan-scholarships for promising college students.
IMPACT: 666 primary and 1,363 college students.



Team Hope to help all groups escape the cycle of poverty.



CAN'T BE IN NJ MAY 19?

The true meaning of this event is for and about our beneficiaries, and your gift of sponsorship or a donation means helping more people in need.

With Share & Care, you know where and how your dollars are spent. We pride ourselves on being a nearly all-volunteer organization, which allows us to invest 92 cents of every dollar directly into our programs in India. We've been doing this for 35 years, and we've only just begun.

To give, please mail in the form on the back page, or:

VISIT shareandcare.org/5K-Walk-Run

EMAIL events@shareandcare.org

CALL (201) 262-7599

Mobilizing Women Collectives in India's Poorest Regions

Share & Care's Women Empowerment Signature Program has partnered with PRADAN, a renowned NGO, to support a project focused on strengthening women collectives in the poorest regions of rural India. Our involvement is estimated to benefit 7,000 women in the Hazaribagh district of Jharkhand over the span of just one year.

In the targeted villages (among 71 the NGO works in), women often suffer physical abuse and malnutrition, and very few participate in local government. PRADAN helps to organize vulnerable women into self-help groups (SHGs), or groups of 10-20 individuals from similar socioeconomic situations.

SHG members are educated in livelihood subjects such as bookkeeping and sustainable agriculture, as well as in social issues like gender discrimination. They receive guidance regarding group processes and leadership, with an emphasis on mutual help, in order to deepen their discussions. Additionally, SHGs enhance members' access to financial institutions and government programs. These groups provide women with the strength of solidarity to bring about change, and have been proven to bolster grassroots governance in rural areas.

An SHG Success Story

Meera* is a member of a self-help group in Tatijharia block. In her village, violence against women has long gone unreported. Then one day, Meera's husband assaulted her, and she took the issue to her fellow SHG members. The women spoke to the couple together, provided counseling, and made the husband promise never to hit Meera again — or else there would be serious consequences. He has since changed his behavior toward Meera, and to date has committed no other acts of violence.

Looking Ahead

Change does not happen overnight. In many cases, progress among SHG members begins simply, with conversations about financial savings and credit. Next, there are discussions about agriculture and village planning, and eventually, critical examinations of patriarchal power inequalities.

We believe in the power of women collectives to confront injustices and catalyze lasting transformations. We believe they can help India's poorest families benefit from the tides of progress and escape poverty and deprivation. Will you join us in supporting them? ●

*Name has been changed.



WOMEN EMPOWERMENT



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A DOCTOR'S DREAM TO HELP OTHERS

Many villages in rural India are bereft of water, electricity, and healthcare facilities. Kanti Jain, who was born in such a village, dreamed of becoming a doctor and helping other disadvantaged people. And one day, she did just that.

Dr. Jain now travels and provides care for India's poorest families. Seeing the need for better access to healthcare, she joined forces with Share & Care (in association with Human Benefit Services) to transform abandoned government buildings into modern, 24/7 medical facilities. Each center is equipped with an exam room, a labor room, and a small laboratory. With our help, Dr. Jain and her team are now providing lifesaving care to thousands of women and children in India's most "unreachable" regions. ●



THE POWER OF THE COLLECTIVE

In one village, women were not allowed to participate in local government planning meetings. To protest, members of the women's self-help group began disregarding any rules that were made in their absence. When the male government members realized their decisions weren't being upheld — challenging the legitimacy of the institution itself — they conceded. Now, all women in the village are allowed to participate. ●



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Your gift will empower vulnerable women to fight injustices. It will provide healthcare for children in remote regions. It will deliver hope to India's unreachable.

Yes! I want to empower rural India!

I want to join Share & Care Foundation in creating a world in which everyone has access to **Education, Gender Equality, Healthcare, and Sanitation & Hygiene** by making the following donation:

\$50 \$100 \$250 \$500 \$1,000 Other: _____

Please apply my donation toward the 5K Walk/Run

My gift is in memory *or* in honor of: _____

My gift will be matched by: _____

Name _____

Address _____

City _____ State _____ Zip _____

Email Address _____

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Please make checks payable to "Share & Care Foundation" or donate online at shareandcare.org/DONATE-NOW
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