



## *Annual report 2013*



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## Introduction

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### Ayesha Foundation / Sri Lanka



The Ayesha Foundation was established in 2005 shortly after its founder, Gerard de Jong, went to Sri Lanka to help out at a children's home in Galle. Main goal of the foundation was to help institutionalized children and children in difficult family circumstances. Main projects were the support to the Boossa School and the Sahabandu Boys Home. As it is the priority of the foundation to work with local institutions, for the Boossa school the cooperation started with the Boossa Aid Development Foundation and for the Sahabandu Boys Home with the Young Men's Buddhist Association.

The, earlier mentioned, founder travels four to five times per year to oversee the projects and to stay in continued dialogue with local authorities.

Now, the Ayesha Foundation has become an integral part of Carelanka in which also the Dutch Lanka Friendship Foundation is participating.

### The presence of a Dutch country coordinator



Our Dutch country coordinator, Miss Manon Kuin, manages the projects of Carelanka, Ayesha and DLFF. She is educated as a development expert in the field of disabilities. In the past years she learned to speak Sinhalese and learned a lot about the Sri Lankan culture.

She works on a voluntary part time base, with a payment of allowance. Her job description is multifaceted: It is her job to maintain the contacts with local institutions and government. She visits the projects on a regular base and keeps a strict eye on the organization's policy. She arranges courses given by local organizations.

She can determine the limitations of the people and children on our projects.

Without the knowledge of the country coordinator, we would never be able to book such beautiful results in our projects in Sri Lanka. Although, nowadays the projects are becoming more and more independent and daily supervision is in hands of our local project managers. The country coordinator monitors the project managers' work and she gives feed back. For that reason a full time foreign coordinator is, with in mind our exit strategy, not necessary anymore.

## Facts and Figures

### *Funding*

Ayesha spend:

- On the Boossa school project the amount of €10.170,--
- On the Sahabandu Boys home project the amount of € 1.280,--

The foundation generated sufficient income to cover the project expenses. For more detailed financial information, please read our Financial Report 2013.

None of the donations have been spent on office cost or travel expenses or fundraising. All donations were spent in the various projects. Dutch businesses offer their service for free as a manner of socially involved entrepreneurship. The traveller himself pays travel costs.

### *Visits*

The Dutch voluntary manager travelled in total four times to Sri Lanka and had numerous meetings with authorities and local organizations.

This year residents and pupils of our projects could welcome over 10 of our sponsors on site. The sponsors reported to the foundation that the information, which was given in the past years, was a very good reflection of the reality they encountered in the projects. It is one of the objectives of the foundation to have our sponsors visit the projects if possible and report back with their findings.

### *Dutch Board*

In the Netherlands, the Ayesha Foundation is monitored by a board. Four times a year they meet each other.

Mr. Piet van der Meulen	Chairman
Mr. Gerard de Jong	Treasurer
Mrs. Kirsten Giethoorn	Secretary
Mr. Kees Zachariasse	Member
Mrs. Suzanne van Emden	Member

### *Professionals*

Ayesha is an organization of Dutch volunteers. The background of the volunteers is in the field of pedagogy, welfare or special needs. Ayesha's ambition is to find the knowledge in Sri Lanka itself. For that reason the Ayesha Dutch staff consists of three members only: the founders of the Ayesha Foundation, DLFF and the country coordinator. Local professionals run the projects. These professionals have a background related to the field.

Nonetheless sometimes Dutch volunteers co-op with the local professionals. The main aim for these volunteers is to develop themselves. Ayesha gives them a chance to share knowledge with each other.

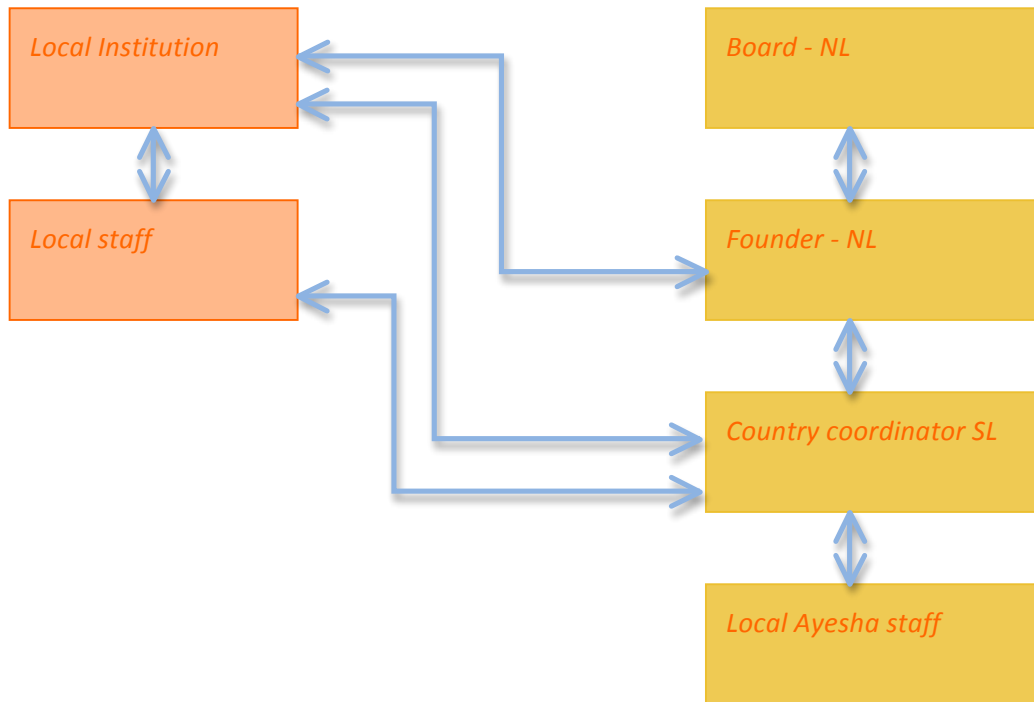
### *Cooperation between local institutions and Ayesha*

The local authorities have the final responsibility on the projects. Ayesha is only a guest. The local institution has give Ayesha a task to give temporarily support to increase the life circumstances of the beneficiaries.

Communication lines

Local Management

Ayesha management



## Mission

Ayesha's mission is to create a safe and devotedly community at the supported projects; a community in which elderly people, disabled women and pupils with a disability feel free to develop their talents and to be as they are.

## Vision

Our vision is to offer personalized service at the projects, by sharing knowledge with the local staff, with respect for local customs and habits.

## Exit strategy

Even before we start a project, we already have the exit strategy clearly in mind. A project starts at request of the local authorities. The local authorities stay responsible for the project, its daily policy and the beneficiaries. Ayesha only takes temporarily responsibility for just predefined tasks. We will give those tasks in back to the local responsible institution in the near future.

- Stage 1: Ayesha gives its full support by giving financial support and by sharing knowledge.
- Stage 2: The local institution and Ayesha determine a high degree of satisfaction about achieving the objects. We start with local funding in co-operation with the local authority.
- Stage 3: The project is given to the local authorities and Ayesha keeps an eye on it from a distance.

## Method and Evaluation

All Ayesha projects have the aim to become independent from foreign support at some point in the future. The so-called exit strategy is defined in each project plan, which is constantly updated.

All projects are conducted in a manner that relates to the local culture and with respect for the local religion. To be able to do that Ayesha works closely with local organizations, which varies from project to project.

Progress in the projects is carefully monitored and matched with the objectives set out in the project plan. If necessary the project plan is adjusted. The objectives vary from project to project, but the heart of each project is to improve the quality of life for vulnerable people and help to open doors to a better future.

## Marketing, Fundraising and Awareness

To be able to run the Ayesha projects in a professional way the foundation puts a lot of effort in fundraising in the Netherlands. Locally we create more and more awareness for the "Carelanka" brand as this is now functioning as an umbrella over Ayesha and DLFF .

Fundraising is done through a variety of local activities in churches, schools and companies down to the level of individual families. Through the years a growing group of ambassadors is helping the board members with local initiatives.

Besides marketing and fundraising to help cover the cost of running the projects, our awareness program in the Netherlands is mutually important. We give lectures at schools, churches, service clubs or businesses about abilities of people with disabilities in Sri Lanka. We also provide the audience with common information about Sri Lanka. Our awareness program is an important issue of our voluntary work in the Netherlands, to create a community who is interested in, considerate towards and well educated about people living in another social-economical situation.

Communication lines are set by website, Facebook, Linked-in, digital newsletter, paper flyers and our annual paper up date.

Fundraising in Sri Lanka is even important! One day, the Dutch interference will stop and the local organizations have to manage the source of income themselves. Carelanka gives a helping hand to start the fundraising. For each project we create a network of benefactors. The local Country coordinator trains the management to maintain this network and to keep a proper administration.

## **Review to the projects**

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### **Boossa School**

#### *Brief introduction*

The Boossa School is founded in 1906 and serves the village of Boossa and its surroundings. Boossa is a relatively poor fishermen's village with mostly low educated families. The school does not get much support from the government in spite of the fact that it is a government school. The project started in 2005 and since then the school grew from 60 to 150 students. The local partner organization of the the Ayesha Foundation is the Boossa Development Foundation. Initially the Ayesha foundation supported a large variety of activities of the school as a whole. Since the start of 2013 we have started to concentrate on the Special Education Unit with children with mental disabilities and with children with a hearing disorder.

#### *Special education*

As announced in our annual report 2012 it was the plan to split this class in two: a class with children with mental disabilities and with children with a hearing disorder. However, there was a serious delay in the construction of a new classroom. Therefore the group of 24 children had to continue in one very crowded classroom.

- o Volunteers have trained the teachers in a variety of techniques that were new to them.





As a result the teachers have not only improved their skills, but have also become more excited about helping the children to develop themselves more.

- o A speech therapist, Mrs. Anoma, comes once a week to work with the children in a group and individual. Not only the children are educated, but also the regular teachers are being trained in the speech therapy techniques. Overall, speech therapy is a slow process but we have seen enough progress to continue these lessons.
- o The school library now contains books, suitable for children with mental disabilities. The children use the computer classroom in small groups under guidance of the computer teacher.
- o The children of the Special Education Unit are maintaining a small piece of land in the schools vegetable garden.

#### *Financial situation*

- o As in the past years the foundation has received sufficient funds to run the Boossa school project. Major investments are done as soon as the funds are received.

#### *2014*

- o The delayed split of the Special Education Unit into two classes will happen after the April 2014 holiday. A class for children with a mental disability and a class for children with a hearing disorder. The new classroom will have a small piece of land directly connected to have some agricultural education.
- o We help to finalize the schools sportsground.
- o Because of the lack of government funds the school has not been able to organize a cultural schooltrip for the last years. Ayesha will provide funding for a two day trip after the April 2014 school holiday.

## Sahabandu Boys Home

#### *Brief introduction*

The Sahabandu boys home is founded in 1995 and is run by the Young Men's Buddhist Association but falls under the authority of the department of probation and childcare. We are involved since 2006.

#### *Project description*

- o Over the years all buildings on the grounds have been renovated or renewed. At this point in time it is only a matter of maintenance and therefore the financial burden is a lot less the earlier years.



- o Our prime goal is to help the children to grow up as independent and self-confident adults. The matron of the home is like a mother to the children and is strict, sincere and honest to the children. The foundation helps the children in their education by arranging extra lesson for weaker subjects. As children can only live in this home until they reach the age of 18, we help to prepare them for a life outside the home with vocational training. After they leave the home we follow them closely in cooperation with the YMBA to ensure that they can lead a good and safe life.
- o In the course of 2013 the number of children in the home has declined step by step. Main reason for this is the change in the government's policy towards children in various types of homes. Aim of the government is to place children, if possible back into their family's homes or, if circumstances make this impossible, in the home of (extended) family. It is understandable that the Ayesha foundation is supporting this new strategic choice of the government. In close cooperation with the YMBA and the Department of Childcare we have decided to make sure that the last five children were transferred to a home with a reliable organization behind it. At the end of the year the children were transferred to a home in Baddegama under guidance of the Sarvodaya foundation. We will continue to follow the children in this new home.
- o In close cooperation with the Social Service Department and the YMBA the home is in December changed to an Elder's home as such facility is not available in the surrounding of Wanduramba. Goal is to house a maximum of 20 elderly people. Early 2014 we will evaluate with the YMBA which help is needed from us.