



KIDS.R.OK
ANNUAL REPORT
2015



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NOTE FROM THE DESK:

*“Dear friends of Kids.R.ok
2015 has been a tumultuous year globally where wars,
terrorism, environment pollution, and natural disasters were
sowing discord around the world. In all this we could see that
innocent children were the victims of the vileness of humanity.
Let’s hope and pray that the goodness in humanity will outshine
the darkness that prevails around the world...”*

The year 2015 was a milestone in many aspects for Kids.R.ok as we set out on completing our ambitious plan of building a new children’s home in the Urladani village in Orissa with drinking water, and toilet and bathroom facilities. The project was initiated in 2014 when most of the planning and fund raising activities for the project were done. During our team visit early in January, we were able to ascertain the progress of the project and were satisfied with the construction efforts. The whole project was successfully completed by autumn and during our second visit to Orissa in late November, we were able to inaugurate and dedicate the newly built toilets and bathroom for the children.

Most important from our visits to Orissa was the bond we were able to form with the children living in the children's home and upon which we can build on and use to establish a better future for these lovely children.

The Chennai Slum Education Project was a new project Kids.R.ok wanted to initiate in 2015. Our team had visited the slum area called Saidapet in Chennai where we did a survey and met the children living with their families. The children's parents were mostly uneducated and the living environment wasn't conducive for these children to learn. We planned a pilot project with an evening tuition center, where we picked 15 children to attend and hired a dedicated teacher to teach these children with daily school work.

As we were about to launch the evening classes in November, the monsoon rains in Chennai burst forth for a month, which cumulated to 120cm rainfall in that month alone. The record rainfall of 50cm in a single day left Chennai deluged and needless to say the slum's houses which were near



kids.R.ok founder with Mr. Surendra Naik (far left) and his family in Orissa

the river bed were all under water. Kids.R.ok team members in Chennai led relief efforts where we launched a campaign to help the children living in the slums who lost everything. We were able to buy new clothes, shoes, school bags, notebooks, and stationery items, along with more clothes donated by donors. In total 250 children received help directly from Kids.R.ok and a big kudos to the team members who were also affected by the deluge, but stood up to help in times of distress despite their own inconveniences.

The year 2015 can be said as a year of evolution for Kids.R.ok where new team members joined the organization and are now filling up vital roles which will boost the working efficiency. The team coordination was tested during the floods where we came through with flying colors and the team communication across US, Sweden and India was bridged thanks to technology.

A special congratulations to select Kids.R.ok team members who got married this year; Jon Granlund, Ester & Jonathan Osbeck, Kadhambari Sridhar, and Sunjeet & Swetha. Kids.R.ok wishes them all the best on their new married life as they embark on a new innings of love and companionship.

In all things said and done, I want to thank the donors and friends of Kids.R.ok who supported us from our launch almost three years back, believing in our vision of uplifting the needy children and making an impact on the ground when duly required. You share the success of these children with your kind help in their times of need.



ALLAN ASHOK
Founder & Director - kids.R.ok (Sweden)



What have we achieved in the year 2015?

GIFT OF WATER

Water is the essence of life! During our 2014 visit to the Orissa children's home, we discovered the drinking water facility for the children was very poor. The drinking water was light brownish in color and during the summers when water scarcity is high, many children were prone to fall ill from water borne diseases.

Kids.R.ok initiated the water project before we started the construction work. With the monsoon rains and recent cyclone Hudhud hampering the start of the construction efforts, we finally finished drilling the bore well. The water drilling was done to the depth of 240ft (73.15m). We also installed a hand pump and a motor pump along with connecting pipes to give the children access to fresh groundwater 24/7.

After having finished drilling for ground water which gives the children's home their own water supply,

the Kids.R.ok team thought of providing a long term sustainable solution which not only benefits the children's health but also is eco-friendly and self-sufficient in terms of energy sustainability.

The Kids.R.ok team proceeded to give the children's home a useful gift – a water filter which works without electricity – the Lifestraw filter. Lifestraw's product, with its innovative water filter technology, gave us the possibility of combining the sustainability and quality requirements needed for the children's home in Orissa. Kids.R.ok was able to purchase the Lifestraw filter with the help of specific donor's gifts and ship it to Orissa during the recent visit to the children's home.

Needless to say, the children were overjoyed to have a facility which provided them access to clean drinking water. When we told them the water was ready to be drunk from the water filter, the children ran to get themselves a cup to drink clean filtered water. The four taps provided in the water filter gave access to multiple children at the same time rather than forming a long single queue.

QUICK FACTS ABOUT LIFESTRAW:

>> It does not need electricity or other energy means to filter the water. The water is filtered through a filter (advanced ultra-filtration membrane) technology developed and patented by Lifestraw.

>> The lifecycle of the product is one year with a capacity of 70,000 – 100,000 liters of water being filtered before a new filter needs to be changed.

>> Removes:

99.9999% of bacteria (*E. coli*, etc.)

100.999% of viruses (*Rotavirus*, *Hepatitis A*)

101.99% protozoa (*Giardia*, *Cryptosporidium*)

>> Reduces turbidity (muddiness)





FIRST TOILET IN URLADANI VILLAGE

ORISSA CHILDREN'S HOME

In our first visit to the children's home, our team was taken aback at the sight of the living condition for the children and to make it worse, the children did not have proper sanitary facilities and had to use the wilderness near the riverside during early mornings.

In India, 60% of the rural population still uses the outdoors to relieve themselves in the absence of toilets. This is a problem for women and girls who usually go out in the dark at night, leading to safety issues. This movement to build toilets incidentally was echoed even by India's national leaders "*Build toilets first, temples later*" – Prime Minister of India Narendra Modi. Kids.R.ok took the challenge and appealed to our supporters to help us raise funds to start construction of sanitary facilities, and people responded positively to our campaign.



In the summer of 2014, Kids.R.ok started planning construction for toilets and bathrooms for the children's home in Orissa. We were given an estimate for the toilet construction based on the survey by a Government Civil Engineer.

The Engineer visited the site where the current children's home is located and did an extensive survey. Based on his findings, he sent us an attested report which stipulated the cost of

each material needed and the cost for construction. The findings of the report were then cross verified by a Senior Civil Engineer in Chennai by our Kids.R.ok Indian team. The Civil Engineer gave us the confirmation that all the estimates were right and that we could proceed on beginning our construction work.

Kids.R.ok consulted with an independent architect who has considerable experience in building toilets in rural India, to give us a concept layout of how we could build the new children's home toilet and bathroom. After much iteration, we were able to get the right design to have optimal construction strength and be cost efficient. The planning process took us three to four months as we felt it was important for us to do our first construction project right. In addition, we had to raise funds to achieve our construction cost target. We also included a separate toilet to be handicap accessible, so in future, if there is any handicapped child, he or she would be able to use the toilet without any difficulty.

We began the construction during winter, as it was difficult to find labourers to come to this village to work, as the day labourers usually go to towns and cities since they earn higher day wages. The

construction work for the toilet also included building a septic tank along with an overhead tank to store water.

Kids.R.ok dedicated the newly constructed toilets & bathroom during our visit to Orissa on 28th November 2015. This is officially the first 'pukkah' constructed toilet in the whole village with water and septic tank facility.

This time our board trustee, Mr. N. Ashok Kumar, a retired 'Chief Auditor' for a national bank in India, accompanied the visit and was the chief guest for dedication. We had a short thanksgiving prayer and song in Oriya, the local language of the people. The caretaker of the children's home Mr. S.K Nayak and his wife along with the children and local tribal women from the village were present.

The children were very grateful to have this facility provided, especially girls who find it difficult to go outside in the rain or at night. Thank you to donors for making a difference in the lives of these children. This will also serve the larger community of women who live in the area to use the facility for their safe benefit and hygiene as well.



Mr. Ashok Kumar cutting the ribbon after the inaugural prayer



PEN MIGHTIER THAN A SWORD

We all remember the first day we go to school; our parents buy us a school bag and fill it up with school books. Then we receive a pouch called a pencil box with pencils, erasers, rulers etc. All these things make us realize we are ready to go to school.

For the children's home visit in 2015, the Kids.R.ok team decided to buy pencil boxes and filled them up with new sets of pens, pencils, rulers, erasers and pencil sharpeners. We thought it was a modest gift for the children. In comparison, last time we gave the children in Orissa lots of sports equipment and clothes, which any child in the world would love to receive as a gift. But since our focus is education, playtime was over and it was now time to get serious. And what better way than give the children school stationery items!

The children each received a pencil box set from the Kids.R.ok team. We were informed by the caretaker that the children had never owned a pencil box set before. We were surprised but also glad to see the children receiving and using their brand new pencil box set for the first time in their lives. The children kept their pencil box set neatly wrapped in their cover and held on to it until we asked them to use it. In the end our modest gift was certainly pragmatic and purposeful.



IN-HOUSE LIBRARY

Books are a key source of knowledge impartation. We thought of improving English proficiency for the children as they get to practice very little English outside the school environment. What better way to widen a child's imagination and vocabulary by making them interested in reading books. The Kids.R.ok team bought story books and primary level grammar books from the Chennai book fair 2015. We also had some books donated from New York, which we duly packed in our gift bags. At Orissa, the children were gifted these books and we educated them on why they should read books and how valuable it will be for their knowledge and growth in learning English. Now it is time to read...



TO CHILDREN WITH LOVE

Prior our visit to the children's home, the donors and supporters of Kids.R.ok asked us to carry their love and well wishes to the children in Orissa. To manifest the love that was bestowed upon us to carry, the Kids.R.ok team decided to personally create a gift that we felt would convey the feeling to give these cute children. Fabrica helped us in creating this gift a collection of portraits of the individual kids that we took in our 2014 visit. We had also bought 70 pencil box sets and English educational books to take along with us.

Fabrica did a fine job of creating the above gift. We wrapped it up with cloth and cardboard in order to transport it safely over the 1300 km long and hard journey by train and car.

When we arrived at the children's home, we told them that we had a surprise gift. We called two kids to come forward to and open the gift in front of the children. All the children looked on in anticipation and when they saw the portraits of themselves, they became so elated. The children had never before seen a photo of themselves and they broke in rapturous applause with bright smiles. The children wanted to hang the portrait in the main hall, so they could look at it every day.

The caretaker was even more touched, and he couldn't take his eyes off the children's portrait. He was teary eyed and was lost for a moment in his thoughts. For a man who has spent so many years raising the children, he thanked us for the heartfelt gift. Your love and generous support has touched these wonderful kids in a significant way. Thank you for giving us the privilege to carry your heartfelt love and bless these children.





ORISSA CHILDREN'S HOME VISIT 2015

Part - I: INTERACTIONS WITH CHILDREN

Our visit to Orissa children's home was in much anticipation to meet the children again. We planned this trip in such a way that we could use our time to interact with the children and establish a connection with them. This was something our team missed in our 2014 visit and we didn't want a repeat of that. It also helped that we were three persons travelling this time rather than two, which gave us more leeway to plan and have more activities with the children.

During our two day long journey by train and car, Roy and Sunjeet were trying to recall the names of all the 60 children by looking at their profile photos. I was surprised that they could remember quite a lot of names and to their credit these guys do have a pretty sharp memory.



A pleasant break on the way to Orissa

For me on my first trip to Orissa children's home, I was not stressed that I couldn't remember more than five or seven names out of sixty just by looking at their photos. My eagerness was for the chance to meet these lovely kids face to face, and travelling more than 7,000 km to India was primarily for this objective.

Finally we arrived to the children's home! The view has changed from our last visit due to the new construction efforts and the children were waiting for us in a line behind the new steel gate. Brother SK Nayak and his wife welcomed us with a shawl gift and washing of the feet. We were also greeted by the other assistant care takers. Then the children with three flowers garlanded us and touched our feet to receive our blessings (a traditional Indian custom).

The children then greeted us with an Oriyan welcome song with a loud voices which reverberated through the newly constructed hall. Brother SK Nayak introduced me to the

children who gave an apprehensive hello, and when brother SK Nayak asked the children whether they remembered brother Sunjeet and brother Roy, the children broke into a smile and all shook their head vigorously saying a big Oriyan 'Haa' (YES!)

I then spoke to the children conveying the love and well wishes of all Kids.R.ok donors. I wanted the children to know that they are loved and we are there to help them fulfil their dreams for their future. During our following interactions with the children, I noticed that these kids were so well behaved, listening to our words, seeing our actions and waiting for their turn to speak back. The credit should go to the caretaker for upbringing these kids with good morals and with the correct etiquette.

The children always responded with a smile even if we could not directly communicate with them. We always needed Brother SK Nayak to translate our English queries into Oriyan, the older children tried to use English words to say thank you and hi, while the tiny ones were just too shy or busy running around. The girls were braver asking us to teach them some songs and dance. We looked at each other and after much hesitation we agreed to teach them a simple English children's song. At least we didn't have to dance, so we thought. Roy, whose talent in singing needs no introduction, taught them a three stanza song (which he improvised into a four stanza song), and the children picked it up quickly in their first attempt (see our youtube video). It just showed their eagerness to learn something new, learn it quickly, and do it well.

We had planned some games to make it fun and divided the children into 5 groups. This was to teach them about team work and think and develop their English communication skills to respond with their answers in English. Again it was not a problem to conduct games with so many children as they were all well mannered. The children really immersed themselves into the games, obeying the rules and having fun nonetheless.

We were very well hosted by brother SK Nayak during our stay, eating tasty oriyan spicy foods and the best part, we got our wish to spend time with children. But the time to leave the children came



soon and we packed our bags and got into the car. We saw the children coming out to wave goodbye to us and we waved back, promising to come back next year. We left behind Urladani village with some satisfaction but still a hole in our hearts knowing that we are just beginning to make a difference into the lives of these beautiful children.



Left: Children carrying garlands to welcome the kidsRok team; Below: Kids engrossed in an activity; Bottom: Group photo; Far left: Playing games





ORISSA CHILDREN'S HOME VISIT 2015

Part - II GOTTA LOVE THEIR SMILE

I planned another visit to Orissa to see the finished construction project of the children's home and inaugurate the finished construction of toilets and bathrooms. Not more than ten months ago, when I visited the children in Orissa, the kids were bit apprehensive in their interactions. It might have been the language barrier or just meeting someone for the first time, which to be honest, makes us all be on our guard regardless. So this time around, I wanted the barrier to be broken and make a connection with the kids.

We played lot of games which involved English word building and vocabulary. I asked the kids to share with me their talents and in respect also demonstrate their abilities to everyone. Some danced, some sang, some showed their acrobatic skills etc.

I then took them outside away from the prying eyes of the elders, so the kids could feel free to express their emotions and actions. We played some team games together and the kids really



loved it. The children during my stay became very friendly and we ran around the home making jokes and taking some selfies.

Time does fly by when you are having a good time and soon it was time to say goodbye to the kids. I could see the disappointment in their faces when I told them I am leaving but I reassured them that I and my team members will be back soon. The sun was setting across the horizon when the thought crossed my mind: *'mission accomplished'* :)

CHENNAI SLUM PROJECT

NEW PROJECT



Social media today plays a vital role in communication in so much that even governments have been toppled by a #tweet. One such instance is a story of a boy living in the streets of Delhi, who diligently did his daily home work while at the same time working to earn few coins to buy his stationery items for school work. Thousands passed by this little boy without much notice or concern until when a passer-by took his photo and posted it on his facebook wall. The 13-year-old Harendra Singh became an instant hit on social media. Soon he received help from the state to fund his education till college.

It is not uncommon in big cities. Children living in the slum areas have no access to basic stationery items, tutorial help or just a quiet place where they can do their homework. Kids.R.ok is now looking to open an education project in the slum areas of Chennai. We have identified two potential places to start our project and visited to meet the children living in that locality.



Walking through the narrow streets and going to small houses under the main city bridge, the daylight turns into darkness and one must be careful on what you are going to step on to. The children were assembled by a local person who grew up in the slums and is now an active member in the nearby church reaching out to help the slum dwelling children. He told me about his struggles growing up in the slums where the easy way to thrive is by joining gang members or do crime. In most household, it is the women who are raising the children by doing cleaning work at residential homes or worse, by prostitution.

The children themselves are sweet but lack moral guidance. We need to show that they can become good citizens in the future and show our love to them by carrying out our vision of 'education first'!

DELUGE IN CHENNAI (INDIA)

Nature's fury brings everyone to its knees, both the rich and the poor- though it seems the poor always seem to take the brunt of her wrath. The sad news is the loss of more than 400 people and thousands of homes gone asunder in the deluge. Incessant monsoon rains caused the metropolitan city of Chennai to become an 'island' flooded by river waters flowing out of lakes and reservoirs.

The northeast monsoon has been particularly vigorous over southern India and more so in Tamil Nadu state, of which Chennai is the capital. Schools, colleges, and factories have been shut for almost a month, exams postponed and power supply suspended in most parts of the city. Airports, train stations and bus transportation were all shut down as only boats became the viable option to travel.

On a personal note, some of Kids.R.ok team members had to flee from their homes to hotels, others were stuck inside their homes as the flood water outside rose to about 6ft (almost 2 meters) leaving them cut off from roads to escape the deluge. Some were fortunate that the waters were just about knee level. Many had to live without electricity and running water supply which made life very difficult.

Those following Kids.R.ok know about our plans to start the evening education project in Saidapet slum. We were about to launch it this November but the incessant rains postponed our launch. We have not forgotten the children we met this February in their slum homes with whom we spent time singing songs and sharing stories. The whole slum area's hut houses are under river water now and the families living there have lost all their belongings. We want to return there and help these children regain all that they have lost.

Chennai Flood

RELIEF EFFORTS



It was heartening to see the response of people to help the affected children living in Saidapet slums. The Kids.R.ok team in Chennai (India) did an incredible job of collecting aid from compassionate donors and delivering the materials to children directly. 250 children who lost their belongings in the floods received new clothes, shoes, school bags, notebooks and stationery items from Kids.R.ok.

The Kids.R.ok team were led swiftly by our Indian Director Sunjeet Sudhir and our visiting American Director Rebecca Solomon. Team members like Mahesh Madhavan, Roy Robinson and Adeline Ashok along with our Saidapet local contact Wilfred helped in organizing the distribution efforts to make sure that the aid was received by those it was intended for.

Special thanks to all donors who gave relief materials and money to aid the needy children. A big applause to Kids.R.ok team members who showed that in times of adversity, we can join hands together in unity and make a difference.

Kudos to all!



kids.R.ok
ORGANISATION STRUCTURE

KIDS.R.OK SWEDEN



Allan Ashok Kumar
(Founder & Director, Sweden)



Ester Osbeck
(Accountant)



Susanna Fors
(Event Manager)



Jonathan Osbeck
(Strategic & Development Manager)



Mikaela Robertsson
(Marketing Manager)



Celina Kazen
(Volunteer)



Maria Bjork
(Volunteer)

KIDS.R.OK USA



Rebecca Solomon
(Director, USA)



Karuppayee Meyyappan
(Accountant)



Vikram Aravamudhan
(Web Developer)



Gloria Cheang
(Graphic Designer)



Kadhambari Sridhar
(Content Manager)

Daniel Solomon
(Volunteer)

KIDS.R.OK INDIA



Sunjeet Sudhir
(Director, India)



Mahesh Madhavan
(Design Manager)



Roy Robinson
(Event Manager)



Smreethi Sathyan
(Accountant)



Adeline Ashok
(Editor in Chief)



Sumith Sudheer
(Assistant Designer & volunteer)



Sathyan Swaminathan
(Social Media Manager)

Keren Benjamin
(Intern)

“ A special thanks to our existing dynamic team members for their consistent contribution throughout the year. We would like to point out that all our team members have regular day jobs and they take their time to give another 100% to Kids.R.ok. We salute them all for their hard work, perseverance, and wonderful God given talents. ”



kids.R.ok TEAM SECTION

We would like to welcome our new members who are joining the Kids.R.ok team in 2015.



Susanna Fors
Event Manager (Sweden)

A heart yearning for girls and women's rights, Susanna will be joining Kids.R.ok as 'Event Manager'. Susanna has travelled to India and visited the slums in Chennai. Seeing the children living in such conditions moved her heart but also interacting with the children, Susanna was able to form a bond. Eventually Susanna became involved with the activities with the Kids.R.ok team in Sweden and is now leading us in our fund raising efforts through event management. In her own words: "Kids.R.ok lets me work with an enthusiastic team to create a real change, what could be more rewarding?"



Jonathan Osbeck
Strategic & Development Manager

Jonathan has travelled and worked in northern India which left an impression on him. He will be in charge of guiding Kids.R.ok strategy and in consultation with the board set targets of where Kids.R.ok can grow as an efficient non-profit organization. Jonathan is a Linköping university graduate in the field of Finance. He specialized his thesis work on how Swedish NGO's tackle currency and foreign exchange risk management. With his knowledge in economy and its relation to NGO's, Jonathan will definitely be an asset to our dynamic team.



Sathyan Swaminathan
Social Media Manager

A real food enthusiast who can cook any dish in the world and is a suitable challenger to Gordon Ramsey in the near future, Sathyan is an IT engineer based in Bangalore and is an active social media person. Sathyan will help us with the analytics side of social media which will enable us to reach out to new audience around the world.



Mikaela Robertsson

Marketing Manager

Mikaela is a proud Stockholmer and should be for Stockholm is one of the most beautiful cities in the world. She believes in social justice for all the oppressed. She is active in church social activities and has travelled across the world volunteering. Mikaela will be Kids.R.ok spokesperson in Stockholm in spreading our vision about educating children in developing countries to give them a bright future.



Maria Björk

Volunteer (Sweden)

Maria loves baking and works for a local bakery in Stockholm. She has been on mission's trip to India where she was touched by the needs of the people. She found about Kids.R.ok through our team member Ester. We are happy that Maria will be helping us in events. So if we are having a bake sale in Stockholm, don't miss out on our special 'fika'!



Sumith Sudheer

Design Assistant (India)

A medical doctor by profession, Sumith is a creative person whose heart yearns for the poor. His joy and immense energy brings a positive vibe to those around him. Sumith volunteered to help Kids.R.ok with his designing skills in our report work and we hope he will join us in our medical outreach for children in the coming future.



Celina Kazen

Volunteer (Sweden)

Celina, heard about Kids.R.ok during our presentation in Adventist Church in Linköping, came forward to be a volunteer. She will be helping us in carrying out events and other activities in Sweden.

NEW BOARD MEMBERS



Ester Osbeck

Ester is a Linköping University graduate in Business & Economics and is currently working for EY as Audit Associate for Real Estate sector in Stockholm. Outside work she likes spending time reading books, meeting friends and to chill with her husband and go to the gym. She is a nerd when it comes to coffee and she loves trying new coffee beans. Since her short mission trip in India in 2010 she has had a big heart for India and this passion later got her involved with kids.R.ok. Ester started her term in Kids.R.ok as an accountant and is now part of the board to give oversight on matters of finance.



Johannes Ydrefors

Johannes along with his wife Lisa have been supportive of kids.R.ok mission during these past three years. They both are well wishers of kids.R.ok since its inception and have actively taken keen interest in noting its progress. Johannes is a very methodological person with deep knowledge in various subjects. He is an avid consumer of books and rarely can one find him without a book in hand. Johannes works as a medical doctor, presently doing specialist training (residency) in clinical neurophysiology at the University Hospital in Linköping. We believe Johannes can give us a lot of insights in our board meetings and be an instrument of growth of our organization in the coming future.



Susanna Fors

Susanna is doing her Masters in Industrial Engineering at Linköping University, Sweden. She has keen interest in hosting events, has teaching experience in China and can communicate in Mandarin. She is compassionate, always mindful of the needy and wants to champion the cause of women and girls. As she has been to India and visited the slums in Chennai, she will be visiting India more in the coming future to oversee the children's project, making her an ideal candidate to be part of the board to form a Swedish perspective of Indian culture and project focus. She has a big heart for foreign cultures and is now looking forward to contribute and grow in her role within the organization.



Jonathan Osbeck

Jonathan Osbeck is a Linköping university graduate in the field of Finance. He has specialised his thesis work on how Swedish NGO's tackle currency and foreign exchange risk management. His travel to India to do internship gives him an understanding of the Indian working culture and the interest towards working for a cause in India. With knowledge in economy and its relation to NGO's, Jonathan is an apt member to be on board of kids.R.ok to give us insight on financials outlook and safeguards for our organization with respect to Swedish laws governing NGO's.



kids.R.ok

VISION, MISSION
& VALUES

VISION

Our vision is to uplift every needy child who requires the basic necessities of life – food to eat, home to live & sleep in and education to become what one aspires to be.

MISSION

Our mission is to give the necessary resources required for children to give them a solid foundation to build their life upon;

Support for acquiring knowledge through education

Equipping the children to grow in the right environment

Tools to give the children access to their develop skills

VALUES

Our work ethics are based solely on providing and uplifting the destitute children in the world, by upholding the basic principles of Biblical love and empathy.

We aspire to show our purpose with hard work, sincerity, unity and by respecting different cultures

All donated funds (100%) go directly for the sole purpose of aiding children's education and projects aimed at benefiting them.

We are committed to the highest standard of integrity in stewardship and communication with our supporters and partners.

We do what we do always with a smile!



HELPING OUR MISSION REACH ITS GOALS

The world changes constantly for better or for worse. For our organization to stay in touch with current needs and provide resources, we want to stay lean in our organization efficiency, by identifying needs and creating solutions. Our team of volunteers with their expertise, aide in making Kids.R.ok to be a highly competent children's education aid organization.

OUR COMMITMENT TO RESULTS

When we work, we roll up our sleeves and become committed to the cause of our goals. Our success is measured by the number of children reached in providing aid and resources to their upliftment. That's why we invest whatever resources are needed and raise money from our donors to meet the urgent needs.

OUR EXPERIENCE

We know the challenges that the world faces today. Our team members come from various educational backgrounds and cultures, bringing diversity to the organization in a global world with global problems.



kids.R.ok
FINANCIAL
OUTLOOK

The total funds raised by kids.R.ok from donors in USA, Sweden and India (fiscal year 2015) is shown in the table below. There were no events in US for the year 2015 which led to a drop in US fund raising efforts. Sweden base had kick started a series of events in late fall which led to cover the drop in US funds inflow. The individual donors in US were big contributors donating to Sweden base directly. The Indian donors too stepped up and gave a significant amount of donations to Chennai flood relief efforts undertaken by kids.R.ok.

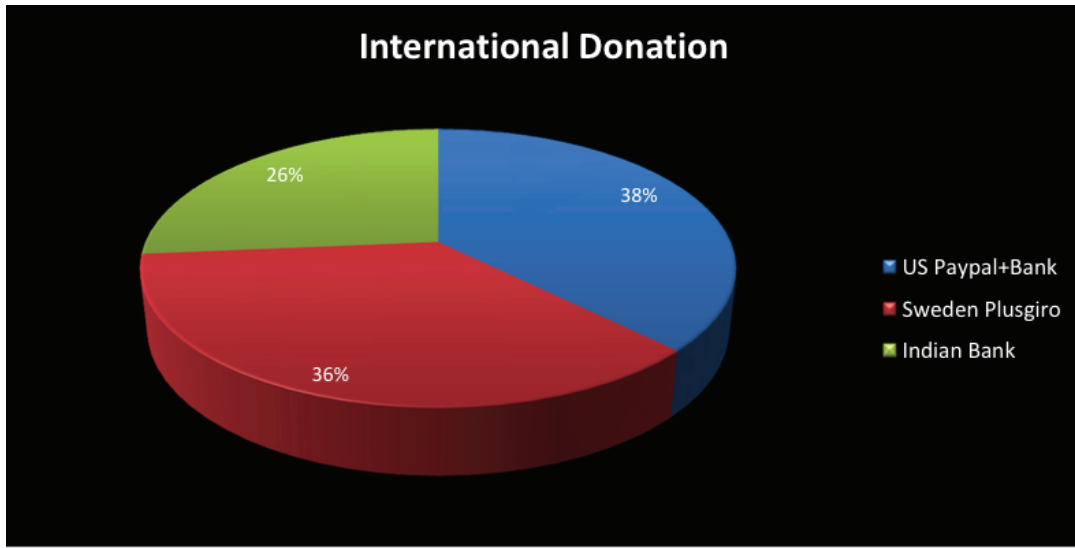
US PAYPAL (USD)	SWEDEN PLUSGIRO (SEK)	INDIAN BANK (INR)
\$ 2157.70 USD 138 181.42 INR* 17 655,31 SEK *	75 311,38 SEK \$ 8947.20 USD* 588 518.49 INR*	266 800.00 INR \$ 3916.64 USD* 33313,39 SEK*

*denotes the approximate foreign currency conversion rate of the amount raised in each currency.

US Still leads in terms of donor contribution percentages highlighting the project efforts by kids.R.ok being followed and duly supported in the year 2015. Sweden was able to manage by the contribution of committed donors and few events which helped in raising project money needed for the year 2015.

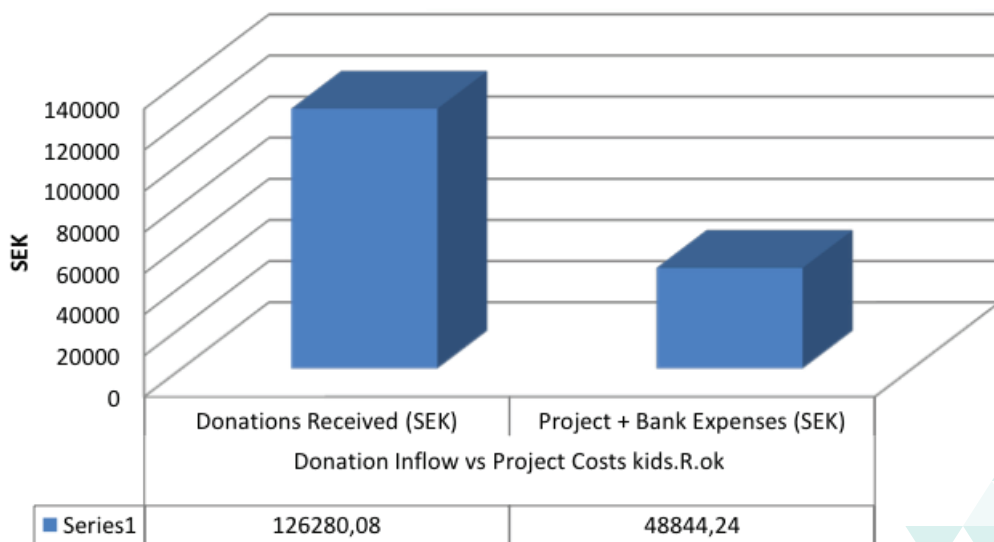
TARGET FOR 2015 ACHIEVED:

Kids.R.ok had set a goal of \$15000 USD / 125000 SEK to finance the projects for the year 2015. **Kids.R.ok raised 126280,08 SEK approx equivalent to \$14911,87 USD in currency conversion.**



Kids.R.ok was able to save major project costs from the children’s home construction. The project costs were shared between ‘AWAZ’ the children’s home founder’s organization in Orissa. The fact that the Chennai slum education project was postponed due to rains and the teacher training program not taking off as scheduled, kids.R.ok got a substantial cash reserve going into 2016. We will kick start these projects and the reserved funds will be suitably used to help children in their education pursuit in Chennai and Orissa respectively.

Donation vs Project Expenses kids.R.ok



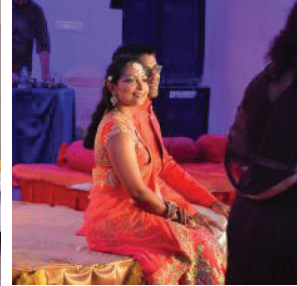


SANGEET EVENT IN CHENNAI

Kids.R.ok Events:

It was a clear day after weeks of heavy rain, caused by the northeast monsoon which submerged half of Chennai. Rebecca Solomon, our USA Director, just arrived from New York and our India team was preparing for their first event in Chennai, India. Mahesh Madhavan, our Design manager, created some brilliant designs for our brochure, poster and banner.

After everything was ready, we set out on a two hour drive from the city to the outskirts of Chennai. The location was Confluence Resort at Mahabalipuram which is along the Bay of Bengal sea shore. The event was 'Sangeet', which is an Indian traditional celebration held before a Hindu wedding ceremony for the bride-to-be and her female friends and relatives. Here the bride-to-be was Kadhambari Sridhar, who is Kids.R.ok Content Manager in the United States.



The Sangeet was entertaining, full of dance and songs. We were approached by inquisitive family guests who wanted to know about Kids.R.ok and how Kadhambari is involved with it. Kadhambari introduced Kids.R.ok to the guests, talking about our education aid work with the children and Rebecca was called to give an impromptu speech.

The night ended with more dance and delicious Indian food. We gave the couple Kids.R.ok t-shirt gifts, thanking them for the opportunity given to us to spread our cause of 'Education First' to the underprivileged children.

The beautiful couple had this to say on why they were doing this type of initiative on the eve of their wedding:

"We are incredibly inspired by the Kids.R.ok team and have witnessed the rapid growth of the initiative through active involvement from people worldwide. As we start our new lives together, we are thankful for all the good fortune bestowed upon us and want this wedding to be an opportunity to give back in a meaningful way to the community."

– KADHAMBARI & ARCHITH





BAKE SALES

(LINKÖPING UNIVERSITY, SWEDEN)

Kids.R.ok Events:

Fika is a central concept in Swedish culture. Fika means having something small to eat, often together with a cup of coffee or tea. While looking for some way to raise funds at my University, I got inspired by the bake sale the Kids.R.ok team in New York hosted some months ago. If a bake sale was a success in the US, having a bake sale in this fika-craving country should be even easier.

So said and done, I started spreading my idea among my friends to see if anyone was willing to help me out. The Christian Student Organization signed up as soon as they



heard about it and also expressed an interest in helping with more events like this. Friends, my small group, someone's classmate – a lot of people came together and baked for us.

In the beginning of December we put up a little stall outside the University Library, selling our fika. Overall it was the gingerbread tasting muffin, the chocolate cakes and apple pie that attracted most attention. Rather than selling, we were more or less giving away sweets, asking the hungry students to give any size of donation in return. As it was right before Christmas time, people in general were in a good mood for any kind of charity donation. Some who passed by even insisted on donating without taking anything to snack on.

Just a few weeks before the sale we got a Kids.R.ok Swish account – a new but already widely used app in which you can easily transfer money to and from all major Swedish banks. Less and less people carry cash with them around, and for many students Swish has

become like a second wallet. Many fika-eager students were happy to find out they could pay with Swish, and in total the transferred amount was almost the same as what we collected in cash.

The team came together in a good way and we received lots of help with the baking. People enjoyed both refreshments and the chance of helping out with carrying out the Kids.R.ok mission: helping children to a safe education. If you are interested in hosting a Kids.R.ok event on your own, or to get involved in our upcoming events – feel free to contact me! susanna@kidsrok.org



SUSANNA FORS
Event Manager - kids.R.ok (Sweden)

JOHANNES 30TH B'DAY BASH



Johannes Ydrefors dedicated his 30th birthday party to help Kids.R.ok sponsored children. 30th birthdays in Sweden are very significant and are meant to be a milestone marked with a big party. Johannes was very magnanimous to ask his family to not give him gifts but to donate to Kids.R.ok projects. His siblings pooled in together to donate and we would like to add that we are very grateful for his act of generosity.

Christmas Special GIFT CERTIFICATES

Kids.R.ok has designed new gift cards which can be presented to your family members or friends by pledging an amount on their behalf. You can get it by

emailing us at info@kidsrok.org

VOLUNTEERS INVOLVEMENT:

We believe everyone is equal in sharing responsibilities both great and small in contributing to uplifting destitute children and giving their future a brighter outlook. Our community outreach programs and youth initiatives are designed to help those in need. We don't require that you belong to any particular religious affiliation or financially support our organization in any way. We only ask that you return one good deed with another and perform an act of kindness to another. In this way, the cycle of compassion and goodwill continue indefinitely.

Our mission is to spiritually uplift the needy children in India and Rwanda, and work toward a greater good. We work tirelessly to feed the hungry and clothe the poor. Our outreach serves people of all races, creeds, and religions. We support our fellow man and serve as a guiding light.

Our membership is growing at a steady pace. With this growth, we've been able to accomplish more and have a greater impact on our community. We welcome you with open arms. Please inquire today about how you can become a cherished part of our movement.



***Find happiness and strength through volunteering.
We're always looking for volunteers.***

We have couple of programs organized which will give the platform for everyone to make their contribution:

Educators: Persons who have a passion for teaching can help the children by volunteering to come to the place to stay and teach. We would like to invite both school teachers and students, who would like to impart their knowledge and understanding to the children. The amount of time you spend can be of your own convenience (a week or a month or a year).

Healthcare: Health is wealth, and it's the same even for the little children. We encourage doctor/nurses to visit the children's home to give them regular health check-ups. Also, bringing in medicine supplies would be very helpful, considering the fact that the cost is really high in buying medicines.

Volunteers: We would like for everyone to be able to participate in helping these children grow up with a smile. Volunteers are expected to come and live at their own expenses. We will provide the best to accommodate you.

SPREAD THE WORD:

The most common but underestimated aide is 'word of mouth'. News spreads faster through the oldest means of communication and what better way to communicate the good news about our organization work to your friends, colleagues and family.

ON THE LOOKOUT FOR TEACHERS:

Kids.R.ok is searching for full time teachers from India who can speak the local language and communicate in English. Since the government schools don't teach English, and the only English medium school in that locality has classes up to 2nd grade. We think it would be beneficial for the children to grow up having knowledge acquired in English. Our plan is to hire a teacher who can stay at the village or at the nearest town, to come to the children's home and spend time with them every day for a couple of hours teaching them English.

3 reasons why we consider education in English an important criteria:

1. English is an international language the whole world communicates with. Throughout the world, when people from different countries and ethnicities come together they commonly use English to communicate.
2. English is the language used in the professional and business world. This gives the children bilingual skills and more chance for university education and professional employment.
3. English language gives the children access to information learning available through the internet and wider reach through social networks.

While learning English can be challenging and time consuming, it is still considered an easy language to adapt. We can see that it is also very valuable to learn and creates many opportunities for the children's future.

Contact: info@kidsrok.org





ON THE LOOKOUT FOR: **DOCTOR AND NURSES, HEALTH CAMPS**

In countries like India, we have children who need medical assistance and live without any healthcare support. Unlike the western countries where healthcare is free, a doctor's visit in India could become expensive depending on the type of illness that must be treated.

Kids.R.ok is planning for this year, to make one health camp visit either to Orissa, India or in Chennai, India. We are looking for doctors and nurses who can make some time from their busy schedule to volunteer a medical visit to give health check-up for these children.

We will have to bring our own medical equipment and supplies to places like Orissa. Proper planning and advance notice is required in order to make these camps happen. To medical professionals interested in such missions, please contact Allan via email: allan@kidsrok.org



ORGANISATION HEADQUARTERS



KIDS.R.OK SWEDEN

Styrelsemedlemar:

Stefan Stenmark
(President)

Maija Da Cunha
(Protocol overseer)

Allan Ashok Kumar
(General Secretary & Treasurer)

Jonathan Osbeck
Ester Osbeck
Susanna Fors
Johannes Ydrefors

Address:

C/o Frendus AB,
Strandgatan 2, 582 26,
Linköping, Sweden

Plusgiro:

67 79 04-5

Swish No.:

123 69 543 58

KIDS.R.OK USA

Board Members:

Reshma James
(Chairperson)

Darcie Perking
(Vice Chairperson)

Rebecca Solomon
(General Secretary & Treasurer)

Address:

615 W,
183rd St Apt 5K,
New York, NY 10033, USA

KIDS.R.OK INDIA

Board Trustees:

V.S. Sunjeet Sudhir
(Managing Trustee)

Allan Ashok Kumar
(Founder Trustee)

N. Ashok Kumar
(Treasurer)

Address:

Flat No.9, Vgnesh
Apartments, No.17, North
Avenue, Srinagar Colony,
Saidapet, Chennai - 600 015

HDFC Bank:

50200006946086
Precision plaza branch

INDIA BOARD MEMBERS

Sunjeet is the Director of kids.R.ok India. He was a Senior Vice President at Global Arena Capital Corp., in New York, USA, where he lived for about 7 years. He recently moved back to India and is currently a Vice President at Anand Rathi Privata Wealth management in Chennai, India. He graduated with a MBA in Finance from New York Institute of Technology and has gained considerable experience in Finance and Investment Management having worked on Wall Street in New York, USA



Sunjeet Sudhir
Managing Trustee

Ashok is a retired chief auditor and senior bank manager of State Bank of Mysore, India. He has considerable experience of over forty years in the banking sector serving as senior managerial positions across the country. Currently, he resides in Chennai and is using his retired time to help with philanthropy work where needed.



N. Ashok Kumar
Treasurer

Allan is the founder of Kids.R.ok and is a master's graduate from Linkoping University in Industrial Engineering & Management. His origin is from India where he completed his bachelor's in Electronics & Communication Engineering and then moved to Sweden in 2008. He has a diploma in Project Management and specializes in Quality management, Leadership and Entrepreneurship. For the past two years, he has worked in the field of B2B Marketing & Pre-Sales for a business apps developer Kenzoo AB, Sweden.



Allan Ashok
General Secretary

SWEDEN BOARD MEMBERS



Stefan Stenmark
Board President

Stefan is the founder and CEO of Frenodus Education. He is a senior engineer and trainer with over 15 years of experience in teaching university students and employees in telecommunication industry. Frenodus focuses in high quality Technical Training mainly in the fields of Electro Magnetic Compliance (EMC) in Electronic Design and in the fields of Mobile Communication. Their customers span across USA and Europe (like Ericsson, Nokia, Motorola, Nortel, Sagém, AT&T Wireless, Belgacom, Cosmote, Orange, Sprint, TeliaSonera). He lives with his family in Linköping and has a keen interest in sailing around the world.



Allan Ashok
Board General Secretary
and Treasurer

Allan is the founder of Kids.R.ok and is a master's graduate from Linköping University in Industrial Engineering & Management. His origin is from India where he completed his bachelor's in Electronics & Communication Engineering and then moved to Sweden in 2008. He has a diploma in Project Management and specializes in Quality management, Leadership and Entrepreneurship. For the past two years, he has worked in the field of B2B Marketing & Pre-Sales for a business apps developer Kenzoo AB, Sweden.



Maija Da Cunha
Board Protocol Overseer

Maija is a missionary from Finland. She, along with her husband Fernando travel to Portugal ministering in prisons, for over two decades now. They help the prisoners to leave their past behind and get renewed spiritually, transforming them through the message of the gospel. She has a keen interest in India and its people, and along with her husband, support local missions work in South India.

USA BOARD MEMBERS



Reshma James
Board President

Reshma is an MBA graduate specializing in Marketing and International Business. Reshma currently works part-time assisting the Visual Merchandising team at Williams-Sonoma, a retail store that sells professional quality cookware and gourmet food. She enjoys art in various forms and loves being in nature. Reshma's heart and passion for children is immense. To bestow love for Children who are fragile and considers it as an important responsibility to care for them especially their hearts; above all, to let them know that they matter and that they are loved. To teach them and let them grow into good human beings who have a relationship with God and to the best of their abilities, help others.



Darcie Perkins
Vice Chairperson

Darcie, a New York based performing dance artist and educator, was raised on a dairy farm in Midwest America. Growing up with siblings and many younger cousins, Darcie naturally loved interacting with little ones from an early age. Now, as a dance teacher and coordinator for her church's kids Sunday school, she is passionate about loving and helping kids develop into the healthy, vibrant, and creative young people God's created them to be.



Rebecca Solomon
General Secretary &
Treasurer

Rebecca has over seven years of experience in the research field of genomics, in the reputed Columbia University, USA. Currently she is working with Illumina next generation sequencing technologies. Her research goal is on the usage of technology to solve biological problems



THANK YOU

FRIENDS & PARTNERS OF KIDS.R.OK

We wouldn't be able to do this without your prayers, financial support, and your constant encouragement. Thank you for caring about our work and giving us your undivided support to persevere onwards. The mountain may be high but our steps are firm and determined. We are willing to go all the way and we count on your support to make the dreams of these children a reality.





SOCIAL MEDIA



Website: www.kidsrok.org



Instagram (instagram name): kidsrok



Linkedin: <https://www.linkedin.com/company/kids-r-ok>



Facebook: www.facebook.com/kidsrok



Kids.R.ok Blog: www.kidsrok07.wordpress.com



Youtube: <https://www.youtube.com/channel/kidsrokOrg>



Twitter: https://twitter.com/kids_R_ok



To those who want to help and want to know how?

Sweden: Plusgiro 67 79 04-5

USA:

India: Kids.R.ok Indian Bank Ac

50200006946086

HDFC BANK

Precision Plaza Branch

People in international countries who have a credit/debit card can donate via paypal.

http://www.kidsrok.org/#!/page_SUPPORT