

**KEY CHARITY PROJECTS  
AND PARTNERSHIPS 2017 - 2018**



**L.O.V.E.**

---

**The MONSOON  
ACCESSORIZE  
Trust**

## Summary

Established in 1994, the Monsoon Accessorize Trust helps some 10,000 disadvantaged women and children every year through education, healthcare and income generation projects.

Today, we are working harder than ever to tackle poverty in communities where we have trading links and also throughout the United Kingdom.

### INDIA

- **AASHIANA**  
A Delhi based project to help women and girls affected by HIV/AIDs.
- **ASK EDUCATION**  
Education programme for children who have dropped out of school in Sarai Tareen to help them re-integrate into formal education.
- **BARABANKI WEAVERS PROGRAMME**  
A project to develop secondary livelihoods for weavers and to provide education programmes for children.
- **READS, JAIPUR**  
An education programme supporting deaf and hearing impaired children in 2 slum communities.
- **SEVA MANDIR, UDAIPUR**  
An immunisation and nursery school programme for 5,000 women and children in remote desert villages.
- **SEWA EMBROIDERY CENTRE, DELHI**  
An embroidery centre, providing a sustainable livelihood for women as well as training, education and micro-finance.

### AFGHANISTAN

- **SILK CULTIVATION PROJECT**  
A ground-breaking project to help revive the silk cultivation industry in the Herat area, creating livelihoods for widows and other vulnerable women.

### UNITED KINGDOM

- **UNSEEN**  
Unseen is a relatively new Charity founded to support victims of slavery and trafficking in the UK. The Trust is contributing towards the UKs Modern Slavery Helpline (**0800 121700**). Victims, members of the public, statutory agencies and businesses can speak to fully trained call handlers who can help them access relevant services.
- **STITCHES IN TIME - MINI STITCHES**  
This community development charity based in Limehouse, London provides training and education programmes for local women. They have produced a range of children's clothing and the Trust is supporting this initiative.



*The Trust's work is made possible by generous donations from staff, customers and suppliers.*

[www.monsoontrust.org](http://www.monsoontrust.org)

## Seva Mandir, Udaipur

A long-standing project to tackle poverty in Udaipur, Rajasthan. The programmes support women and children in remote desert locations. Since 2006, we have funded immunisation camps for women and children and 138 pre-schools, giving critical care to 5,000 vulnerable children every year.

More recently, we have launched a scholarship scheme to incentivise children to stay in school.

Very often, parents are forced (for economic reasons) to send their children as young as 10 or 11 to work on construction sites and in cotton fields. This scheme pays a stipend to enable parents to keep their children in school.

The Seva Mandir project connects us to our heritage as a company that started sourcing hand-crafted products from Rajasthan in the 1970s.

### Comment from Seva Mandir

“The Monsoon Trust’s support enables more than 5,000 children to receive proper healthcare, nutrition, play facilities and a sound educational grounding ever year. It enables young children freedom from vaccine preventable diseases and allows mothers and elder siblings to have the freedom to work and study. But for this support, these children and families would be chronically handicapped in escaping poverty and leading a life of dignity.”

**Priyanka Singh, Chief Executive, Seva Mandir**



Yasmin Le Bon, the face of Monsoon's SS14 campaign, visits Seva Mandir and Sadhna, Udaipur,



Women with children at the clinic



Baby clinic



Seva Mandir project, Udaipur, India

MONSOON · Accessorize

## SEWA Embroidery Centre, Delhi

Monsoon is known for intricate embroidery and hand-embellishment, starting out sourcing hand-crafted products from Indian villages in the 1970s.

Embroidery workers are often the 'hidden hands' behind so many garments on the high street and this project aimed to improve the lives of embroidery workers in one of Delhi's many slum areas.

Our partner, **SEWA**, works across India and their goal is to organise and empower women in India's informal economy. This project ensured that embroidery workers

were fairly paid and able to access training, healthcare, micro-finance and education support for their children.

The Monsoon Accessorize Trust funded a new building for SEWA which opened in 2014 called the 'SEWA Centre of Excellence in Embroidery.' The goal is to create a model for empowering and supporting embroidery workers across India.

We are placing orders with SEWA for our **Artisan** range.

### Comment from SEWA

"Monsoon has been one of the most open and innovative partners for SEWA. The partnership has matured over the last six years and has been able to bring change not only in the lives of women workers through enhanced income but also brought structural changes in the supply-chain. We value this partnership a lot as it provides us an unique opportunity to work so closely with a leading brand... Monsoon has always been a committed partner which encourages and supports us to improve the lives of poor home workers who are the most valuable contributor in any hand-embellished garment"

**Dr Sanjay Kumar, SEWA**



SEWA embroidery worker

MONSOON · Accessorize

## ASK Education Project, Sarai Tareen

A ground-breaking project to recruit children out of child labour and into education. Sarai Tareen is an area outside Delhi, known for the production of brass, bone and resin jewellery. Due to poverty and lack of schools, many children stay at home to help with jewellery production from as young as 6 or 7.

We became aware of this 8 years ago and set up 7 education centres,

working with a local NGO, **ASK**, with the goal of recruiting children out of child labour. This can be very challenging not least because it requires needy families to forego the income of a working child.

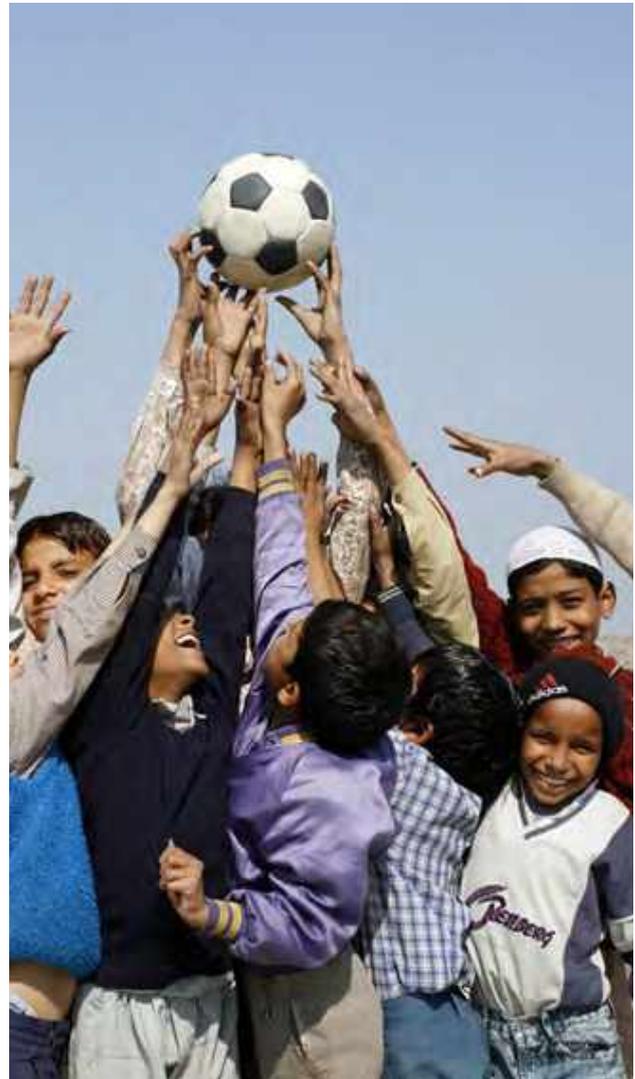
There are now over 330 children in full-time education, and **ASK** is helping to improve the teaching standards.

### Comment from ASK

“We are happy to share that the child labour project in Sarai Tareen completed its first phase of three years in June 2012. In this first phase, thanks to Monsoon, we have been able to successfully enroll 300 child labourers in our education program through the six education centers (Talm Ghar) and to provide them development opportunities in a comprehensive manner through education, health care, nutrition and recreation facilities. The community is being mobilized and sensitized on the issue of child rights in general and child labour in particular.

Twelve children from our centres were mainstreamed into formal secondary schools last year and 50 will be this year. We are very thankful to Monsoon Accessorize Trust for supporting us to bring positive changes in the lives of these vulnerable children.”

**Dr Aqueel Khan, Director, ASK**



## READS, Jaipur

READS was founded twenty years ago with the aim of supporting the education of deaf and hearing impaired children in Jaipur, India.

We have been one of READ's largest donors, funding 3 of its projects: Monsoon Anubodh School Building, Monsoon Diploma in Deaf education and at the moment the Monsoon Anubodh Doorstep Education Programme.

This programme reaches deaf and hearing impaired children in two of Jaipur's slum areas.



## Aashiana

This project in one of Delhi's slum areas helps women and girls affected by HIV/AIDS. Aashiana provides counselling and practical support and works on challenging stigma in the community. The Trust is supporting running costs.



Women also receive training to make jewellery to supplement their incomes.

## ASK Weavers Project, Barabanki

This project aims to improve the socio-economic status of hand-loom weavers in our supply chain, focusing on the Barabanki region in Uttar Pradesh, India.

While we remain committed to sourcing hand-loom products from the region, weavers are increasingly vulnerable due to fluctuations in demand for their product.

This project now supports 450 children who have been encouraged to attend local schools.

This project started in 2011 and is being delivered by ASK, a not for profit organisation specialising in grass roots community development.



Weaver using a hand loom

## Afghan Silk Project

An exciting partnership with **Christian Aid** to help revive the two thousand-year-old tradition of silk production in Afghanistan. The project aims to lift 1,500 women and their families out of extreme poverty and potentially lead to international market access for silk producers in the country.

Monsoon started out sourcing hand embroidered silk kaftans from Afghanistan and so this project builds on our unique heritage and links with the region.

The silkworm project is based in Herat, in western Afghanistan, an area that has a long history of silk

production and was once a stop on the Silk Road trade route. The area is ideal as the mulberry trees which the silkworms feed on thrive in the dry climate. The project aims to increase the number of silk rearers by providing the women with silkworms and training to cultivate the silk cocoons. It will also help to improve the efficiency of processing centres, where the cocoons are spun into silk thread.

Women have historically been the backbone of the garment and textile industries in Afghanistan and this project is focused on helping widows and women headed households by enabling them to earn their own money.

### Comment from Christian Aid

“We are very grateful for this support from Monsoon, it will enable the existing project to continue, escalate and reach many more people.

Women suffered under the Taliban by not having access to education or given the freedom to make a living – the silkworm project provides them with a way to make a living and a future that they would not have had before.”

**Serena Di Matteo, Country Director, Afghanistan, Christian Aid**



Afghan silk weaver



Herat, Afghanistan

MONSOON • Accessorize

## The Children's Adventure Farm Trust

The Children's Adventure Farm Trust provide holidays, day trips and Christmas parties to children from all over North West England. The children who benefit have a wide range of needs, a significant number have complex needs and medical issues, life-limiting or terminal illnesses. Many have mobility difficulties, communication disorders, learning disabilities or sensory impairments. Other children visiting the Adventure Farm have no physical limitations but come from the most deprived communities. The Trust also supports children who act as Carers and those who have suffered bereavement, as well as those who have been victims of abuse. The main activity is the provision of weeklong holidays for groups of children

from local schools, charities and hospices. These holidays are provided free of charge and the children take part in a bespoke programme of activities including sports, arts, crafts, sensory play and music -making full use of the charity's amazing 10 acre site.



## Mad Hatter's Children's Charity

The Mad Hatter's Children's Charity is dedicated to bringing smiles to the faces of children with special educational needs and disabilities across the Midlands. It provides fun and exciting educational events and activities for over 2,000 children every year. Over the last ten years around 16,000 children have benefitted from the charity's events and activities, and they regularly engage over 90 special schools across the West Midlands.

Their biggest event of the year, the Mad Hatter's Summer Tea Party, is held at Birmingham Botanical Gardens and hosts over 1,000 children with special educational needs and disabilities. They also work with individual groups developing projects

tailored to their needs, and help fund specialist sensory equipment, wheelchairs and therapy equipment which help to increase children's independence and quality of life.



## Cornwall Refuge Trust

The charity opened the first women's refuge in Cornwall on 21st May 1979. This service was originally run entirely by volunteers. Over the years the service has developed and C.R.T now provides a safe supportive environment within two separate refuges for men, women and children who have escaped domestic abuse. These families are likely to have fled their home with short notice and therefore arrive with little more than what they are wearing. C.R.T. offers support and advice, empowering survivors of domestic abuse for a safer and happier future. Both refuges are staffed by fully trained specialist workers with volunteer support.

In addition, the trust also offers the following community services:

- 24 Hour Domestic Abuse Helpline: 01872 225629 available to men and women (16+) seeking advice and support
- WAVES Counselling Project: 07815 136 743 providing specific one to one domestic abuse counselling for male and female victims
- SUsie Project: 01209 699241 providing a weekly support group where those who have left an abusive relationship can attend for support, advice and assistance back into education and employment. This leads into a 12 week Recovery Toolkit programme. This programme is available to men, women and children



## Dandelion Time

Dandelion Time provides troubled families with individually focused, alternative approaches that really meet the child's individual needs. The children, aged 7 to 16, have often been affected by the harshest personal circumstances including physical or sexual abuse, domestic violence or neglect.

The calming rural setting of Dandelion's gardens and farm provides a great opportunity for children to enjoy the therapeutic benefits of physical activities. Outdoor games and exercise promote good physical and mental health and an enjoyment of the outdoors, providing families with space to breathe and relax which is so often lacking in their day-to-day lives. Given time and space in the natural environment and support from therapeutic practitioners, families work together to find

ways to restore trust, gain strength and make positive and sustainable changes in their lives.



MONSOON • Accessorize

## Grace House North East

Grace House is a Sunderland based children's charity providing services to children and young people with complex disabilities, health needs, may also have life limiting condition and who live in the North-East region. Based in a purpose-built, state of the art facility in Southwick, Grace House provides regular, planned residential experiences for disabled children and young people aged 5-18, alongside a range of social, therapeutic and support services for their families.

Set in its own extensive gardens, Grace House is a fully accessible, interactive, fun and lively place for children to come and stay, to take advantage of the fantastic

play and leisure facilities on site, both in and outdoors.



## Include Youth

Include Youth is a regional rights-based charity for young people in or leaving care, from disadvantaged communities or whose rights are not being met to improve their employability and personal development. We provide direct services to young people who are not in education, employment or training through our Give & Take Scheme, Meant to Work, Aiming Higher and other partnership projects.

Aiming Higher provides the opportunity for young people in or leaving care to receive mentoring support from employers and business leaders, while our work within the employability service of the health trusts supports young people in or leaving care into work within the trust sites.



## The teddy bear Foundation

The teddy bear Foundation acts as a kind of 'fairy godfather' to schools and organisations that work with children with special needs in Scotland. Its sole aim is to improve the lives of children with special needs. So far it has spent over £500,000 providing trips away, riding lessons, massage sessions and transforming land into sensory gardens and schools and nurseries.



## Safer Wales

For the last 20 years Safer Wales has been working with victims of domestic violence, rape, sexual abuse, exploitation and hate crime. They provide practical and effective support and advocacy they need.



## Solace Women's Aid

Solace Women's Aid is an independent charity working across London, providing life-saving support to more than 11,000 survivors of domestic and sexual violence a year. Solace Women's Aid works to empower survivors to rebuild their lives through a holistic range of specialist services including refuges, advice,



counselling, advocacy, support groups and family & children's projects enabling them to live their lives independently, free from domestic and sexual abuse.

Solace provides services in 21 boroughs of London, with 19 refuges providing a safe place for women to come and help them rebuild their lives. Solace also provide counselling services, play therapy for children who are facing feelings of confusion around their experiences with abuse, and North London Rape Crisis (NLRC). NLRC works with women 13+ who experienced sexual abuse at any time of their lives.



## St. Mary's Secret Garden

St. Mary's Secret Garden is a beautiful and accessible community garden with a difference in Hackney, London.

For over 25 years it has offered a safe space where people with support needs and the local community can get hands-on experience of gardening, gain a sense of inclusion and receive the benefits of horticulture and other eco-therapy activities.

This helps those in need combat isolation, develop valuable employment skills, gain qualifications and contribute to a greener, healthier, happier community.



## Women's Aid

Women's Aid has been working to stop domestic violence against women and children since 1974. The leading domestic violence organisation in the Republic of Ireland and, it runs the only national, free, domestic violence 24hr Helpline (1800 341 900) with a text service for deaf women and an interpretation service supporting women in over 170 languages. The Helpline provides vital support and information to individual callers and serves as an access point to other Women's Aid services and to other domestic violence support services and refuges nationwide.



**WOMEN'S AID**  
Making Women and Children Safe

## The Benjamin Foundation

The charity was set up in 1994 to help people deal with many of the challenges that life throws at them. From the early days in North Norfolk they have expanded to deliver services across Norfolk and Suffolk too. Each year the Foundation helps around 2,000 people through difficult times by providing them with hope, opportunity, stability and independence.



The charity has accommodation centres for homeless young people. They support families in crisis helping them repair damaged relationships and create happier

families. The work in over 80 schools to support children with their social and emotional well-being. Children with



emotional, social and behavioural needs attend their school in Great Yarmouth. The Meet Up service in Thetford engages with all parts of the community including activities for children, a senior citizens lunch club and a parents support group.



The Benjamin Foundation

## Colchester and Tendring Women's Refuge

The first Refuge in the Colchester and Tendring area opened in December 1977 in response to a desperate need in the locality for a place to which abused women, with their children, could escape from their violent partners.

Today, Colchester and Tendring Women's Refuge offers its clients clean and comfortable accommodation and a variety of professionally delivered support services.

The Refuge ethos of believing women, promoting self-help and allowing women to determine their own lives remains as strong as ever. The Refuge continues to strive to create a world in which women are able to become independent in their own right.



MONSOON · Accessorize

## The Flying Seagull Project

Operated by a group of young actors, artists, musicians and the enthusiastic who are determined to make a difference, the Flying Seagull Project visits disadvantaged communities, children and young adults with learning difficulties, and marginalised groups of societies. Using their skills and training, they organise workshops and shows designed to help childhood development, improve emotional well-being and give support through laughter.

Here in the UK we work with children in hospitals, hospices, care homes and schools as well as throwing welcome parties for refugees and family fun days in prisons. Our vision is a world where

everyone has the right to laugh and enjoy their life, no matter their financial, physical, psychological or societal situation and our team works tirelessly in order to entertain disadvantaged children and provide them with something that is so sorely lacking in their lives: smiles and laughter.



## Caldecotte Foundation

The Caldecott Foundation cares for children who have significant social, emotional and behavioural difficulties, due to suffering severe neglect and trauma in the early stages of life.

Providing residential care for up to fifty children and young people aged 5 to 18 in comfortable homes with an assessment centre, on-site school, vocational learning centre and therapy service, Caldecott delivers a comprehensive package of care and education tailored to each young person's individual needs.

Over one hundred years of experience caring for vulnerable children has given us knowledge and expertise to help them rebuild their lives and look forward to a bright future. Our philosophy is that every child is an individual and we tailor the care we provide to these specific needs. We

believe that this combination of experience, child centred practice and individualised care makes us uniquely suitable for the task of caring for our children.



**The Caldecott Foundation**  
Helping children build a future