

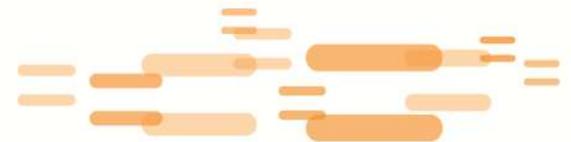


ECF Ambassador Kit

Help us to raise men to end violence against women



Equal
Community
Foundation



Let the change begin...

Thank you for your interest in supporting our work by becoming an ECF Ambassador

I started the organisation in 2009. With the support of my co-founder and key team members we have developed a strong model and strategy and a team to deliver on it.

As of August 2013, we have completed seven cycles of the Action for Equality programme, with over 1500 men having enrolled into the programme and nearly 1000 completing the programme with over 60% attendance. The Alumni programme has 360 young men enrolled, and 90 of these who volunteer on a weekly basis, and 26 young leaders demonstrating ownership through the design and development of the programme and the leadership of their peers in delivering the programme.

Our mission is to ensure that every man in India has the opportunity to study and practise gender equitable behaviour to end violence and discrimination against women.

It is a HUGE mission. We cannot do it by ourselves.

We need ambassadors like you who can help us to create awareness, raise funds and connect us with potential partners. We value the time and efforts you will be spending in supporting us. This kit is an attempt to make it extremely simple for you to support us.

Again, thank you for joining us in this journey of change.

Sincerely,

Will Muir
Founder, CEO - Equal Community Foundation

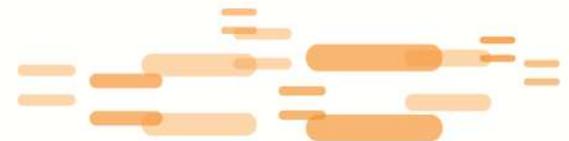
CONTENTS:

Letter from the CEO

WHY | The impact your contribution can make

HOW | Know more about the ambassador's role and ways you can support us

Our pledge to you

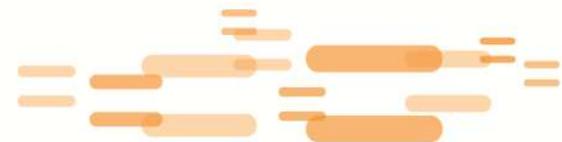


Meet Mehul

Mehul is 17 years old and has been a part of ECF's Action for Equality Programme for almost a year. He lives in a community called Bhim Nagar in Pune, India.

He is changing his attitude and behaviour towards women in his life and community. He along with his peers are taking action every week to end violence and discrimination against women in their communities. Mehul also acts as a leader who advocates this behaviour change to other men in his community.

Your contribution will ensure that every year over 600 men like Mehul get an opportunity to study and practise gender equitable behaviour. So that one day women in these communities and beyond will not suffer from violence and discrimination at the hands of men.

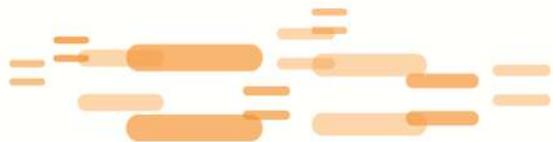


Meet Ujjwala

Ujjwala Kamble is the mother of two of Action for Equality Programme graduates.

She says, "We run a small tiffin delivery business out of our home. Earlier, I would have to bare the entire workload. But since my sons have been a part of the AfE programme they have started helping me out. Now, they take pride in doing chores like cutting vegetables, doing other domestic chores, delivering tiffins, etc. I feel valued."

Your contribution will ensure that one day many more women like Ujjwala will live with men who don't just treat women with respect, but also demand the same from other men.



Meet Pravin

Pravin is a programme mentor who is running Action for Equality Programme across four low-income communities. He coaches young men through a process of behaviour change.

When young men are trying to change their behaviour towards women; unlearn what they have learnt all their life and learn what is equitable behaviour - it not easy for them. They have to face obstacles at every step. They need the support of positive role models like Pravin.

Your contribution will ensure that hundreds of men get the support they require to change behaviour through our programmes. So that one day men from these communities and beyond will contribute to this issue of violence and discrimination against women by being a part of the solution and not the problem.



Your journey

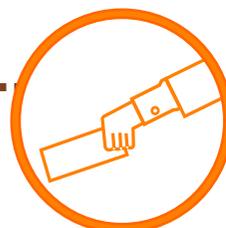
STEP 1:

Pledge to be an ECF Ambassador.



STEP 2:

Sign up to donate to ECF on a monthly basis for an amount anything above Rs 1200.



STEP 4:

Introduce us to at least 3 people who can either:

- (I) Support ECF as an individual donor.
- (II) Introduce us to a corporate/funding organisation.
- (III) Introduce us to a potential partner.



STEP 3:

Share a status update on your facebook/Twitter: "I support ECF because....." along with your photograph and tag us on it.



Our pledge to you

Once you decide that you want to be an ECF Ambassador, kindly get in touch with us and let our team know.

Our team will assist you with any information or tools you require to be an ECF Ambassador.

Some of the tools that we readily available on request are: Introduction leaflet, Pledge card. Introduction letter template, 'Come Dine With Me - fundraising kit' and so on.

For any queries or assistance, you can reach us at:

Equal Community Foundation

B-14 Sharadaram Park, Sassoon Road, Next to Courtyard Marriott,
Pune -411001. Maharashtra. India.

e-mail: donate@ecf.org.in

number: +91 20 6160086

web: www.ecf.org.in



Thank you for joining us in
this journey of change.



Equal
Community
Foundation

