

appeal



PLATFORM

railway people helping railway children

RAILWAY
children

THE VOICE FOR STREET CHILDREN WORLDWIDE

What is the PLATFORM Appeal?

PLATFORM is a new appeal that will raise funds from corporate supporters in the rail sector to aid Railway Children's work in India. The aim of PLATFORM is to raise £2.5 million over 3 years, to help the estimated 60,000 children who are living on railway platforms reclaim their childhoods.

The PLATFORM appeal is an opportunity for the rail industry to get on track to tackle a huge problem that affects some of the most vulnerable individuals in society, and really make a difference. In addition to raising funds, PLATFORM will raise awareness of issues related to the rail industry and bring them to the forefront of the social agenda.

Prostitution, rape, slavery, abuse, drugs and disease; any of these could be the fate of a child living on a railway platform without the vital intervention Railway Children provides. These children desperately need the rail sector to get on board and help them escape these dangers. You might literally be their only hope.





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Why do we need your help?

For Railway Children to be as effective as possible in stopping runaway children becoming street children, we need sustainable income and a bigger slice of the charity sector's pie.

With increasing competition, the sector is becoming increasingly polarised, with 70% of the available income going to just 2% of charities. Fifty per cent of Railway Children's direct charitable expenditure in India is currently funded by Comic Relief. In 2009, that funding will end. The resulting shortfall of £300,000 per year must be found in order for Railway Children to continue their work in the most cost-effective and aid-effective manner. And that's just to keep our income steady. We need to increase it.

The gap between the funding we have in place and the amount we need to achieve our charitable aims must be filled by increased, sustainable income and this can only be achieved by raising greater awareness of Railway Children and the issues we tackle, and by directly increasing funds.

Thousands of children desperately need your help to reclaim their lives. This is why we need you to help us raise £2.5 million over the next three years by supporting the PLATFORM appeal.





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About Railway Children

The idea behind Railway Children began when David Maidment, former Controller of Safety Policy with British Rail and now Chairman of Railway Children, was on a business trip in Mumbai. David was deeply moved by the many street children he saw at the main railway terminal, and was haunted by the image of a 7 year old girl beating herself to elicit sympathy and money from passers-by. On his return, David researched the organisations working to help street children and saw a gap in the sector; no one was focusing on early intervention, to help street children before they were abused. In 1995 Railway Children was launched to stop the abuse of children, living alone and at risk on the streets, through early intervention.

Railway Children currently works with 21 organisations at 70 key locations in India, reaching out directly to more than 8,000 children every year, and to a further 10,000 children through outreach work such as counselling, family reintegration and referral services.

Despite these achievements, there are thousands of street children that Railway Children still needs to reach. There are an estimated 12 million street children in India, and fifteen new runaways arrive at Mumbai station every single day. The funds raised by the PLATFORM appeal will enable Railway Children to stop more runaway children becoming street children. To those children, your support could make all the difference.





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What difference will your help make?

The £2.5 million pounds that PLATFORM will raise over 3 years will be used to help 60,000 children who are living on railway platforms in India. Sixty thousand anonymous children are difficult to visualise, but each one of those children is an individual with their own story.

Each of the 60,000 children Railway Children wants to help through PLATFORM is living a life of fear, danger, and uncertainty. Each of those children is an ordinary little boy or girl, just like the children in your family or who live near to you. How would you feel if a child you knew faced abuse and neglect every day, without a home, without enough to eat, without a friend? Could you turn your back on them?

The funds you help to raise through the PLATFORM appeal will give safety to a child living in terror; food to a child who cries from hunger every day; shelter to a child with nowhere but a dirty railway platform to call home; a childhood back to a child without hope.

No child should have to live with abuse, fear, violence or hunger. By supporting the PLATFORM appeal, you can give a child the most precious gift possible — a childhood, free from harm.





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How can you support the PLATFORM appeal?

There are a number of ways by which your company can support the PLATFORM appeal and help us to stop runaway children becoming street children.

Internet Search Button

This is an innovative but simple way by which the rail industry can raise funds for the PLATFORM Appeal just by their everyday activities. You simply put the search button on your intranet site, and every time an employee performs a search through it, they'll raise an average of 10p for the PLATFORM appeal. Just 3 searches per day would provide a child with a day's food.

Payroll Giving and Employee Incentive

Rail industry employees can give just £1 per month to the PLATFORM appeal with payroll giving. With the associated tax benefits, a £1 donation would cost an employee just 78p per month. That's less than the cost of a cup of coffee. The employee incentive scheme gives every employee a BITE discount card, giving them 20% off food and drink items at all railway station outlets across the UK. This innovative approach to fundraising means an employee donating £1 per month would probably only need to buy 2 coffees with their Bite Card in order to make their money back.

Corporate Donation

Or you can keep it simple, and make a corporate donation.


The rail industry can make a huge difference to children in desperate need. They need help now. Start supporting the PLATFORM appeal, and let a hungry child eat today.



http://www.railwaychildren-friends.com/ Railway Children

Resort-Guide.co.uk Message Board - Newquay Ho... Rooms.com day nurserie...al, NE Wales Greyhound R...of England Patio Furniture :: FAKIE ::...BACKPACKS ::

Google



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Railway Children

Ask.com and get

Brilliant! So far you've helped us raise **£8526.50**. Thank you. This amount is updated on weekly basis. Each time you use our search box or eBay link, you raise 10p for street children.

“ Thank you so much for helping us to raise valuable funds by setting our site as your homepage. We hope you'll tell more people about it so they can help too. ”

MARKS & SPENCER amazon.co.uk **sky**

An easy way to support Railway Children from your own webpage or company intranet **and raise even more money**

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The need in detail.

There are approximately 12 million street children in India. To put that figure in perspective, that's the equivalent of all the children in the UK living on the streets.

Some children leave their homes or are forced to leave their homes. Some are abandoned due to extreme poverty, family conflicts, abuse, and neglect. Others are lured into human trafficking by false promises of lucrative opportunities. Many of these children use public transport to leave their homes and often end up making railway stations their "home" on the streets.

Children on the streets are at risk from violence, sexual abuse, trafficking, drugs, and even murder. They are deprived of basic human needs of warmth, health and nutrition, shelter, education, training and recreation.

To reach out to these millions of children, we need sustainable income. We need the rail sector to embrace the PLATFORM appeal, so we can protect these children from harm and give them the safe, healthy childhood that every child deserves. We need your help.





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