



News Letter – Issue 24

Aug 2011

Let the sun shine!

We are very pleased to release the 24th Issue of our **News Letter** while most of those living in the Northern Hemisphere enjoying the summer holidays. Sunshine brings joyous moments to all, both young and old and rich and poor.

In our pleasurable moments, let us not forget those who are in need of food, clean water and above all safety and security all around the world.

In serving the children in need!

Optima Foundation has been active wherever the children found themselves helpless and lonely, whether in an emerging economy such as Bosnia, Romania, Sri Lanka or Ukraine (Chernigov) or in the advanced economic countries such as the UK and Isle of Man. With little financial, human and physical resources Optima Foundation provides this support.



Vajira Sri Children's Home - Colombo

Our main contribution in this endeavour is the feeding initiatives providing celebratory meals on specified days similar to that of a Christmas feast. In this we pride ourselves in converting every Penny we collect (100%) to the benefit of children.

Moreover, we function as a conduit between the donators and the children in many state registered children's homes. In our work we do not select or reject any homes on the basis of race, religion or disability. Our work comprises of 3 major components. Firstly, we raise money in whatever way we can to feed the children. Secondly, we organise groups of volunteers to be with the children providing some

vocational skills (language, IT etc) and life skills from personal well-being to social skills.



Ozanam – Home for the mentally handicapped children.

Finally, we undertake special self-sustaining projects on behalf of the donators for the orphanages and homes so that the children will become independent from the dependency culture that prevails all around the world.



Hari Children's Home – benefiting from the dairy cattle project

As part of our self sufficiency projects, we have implemented two model farms, first at Swami Vipulananda Children's Home (SVCH) and the second at Hari Children's Home.



SVCH Model Farm

Current projects under consideration

Since returning from the visit to Sri Lankan homes in January 2011, following projects are under consideration.

1. An electricity generation project via biogas through utilising the dairy cattle manure and waste material at Hari Children's Home.



2. A dairy cattle project at Sakthi Girls Home for the girls to have milk protein and calcium in their diet.



3. A Study Hall at Yoga Swamy Girls' Home



4. A new block of toilets at Yoga Swamy Girls' Home

5. Partially support the electricity generation project via solar panel at SVCH



Over a thousand smiling faces - Priceless

Quotes

It is only in our togetherness that we are truly human; our humanity is located in our relationships.

Colin Morris

We were given magnificent birth gifts – talents, capacities, privileges, intelligences, opportunities – that would remain largely unopened through our own decision and effort.

Stephen R Covey

No child deserves neglect and starvation – Let us show that we care!



Case history

In 1916, L J Hanifan in West Virginia (USA) coined the term “**Social Capital**” to explain the tangible substances that ‘impacted’

on daily lives of people, namely goodwill, fellowship, wellbeing and sympathy among individuals and families in a social unit or society. Now, in the modern globalised world, the social unit covers the entire world. Therefore the importance of “**Social Capital**” is greater now than ever before.

At Optima Foundation, our ‘**self sustaining projects**’ are built on the notion of “**Social Capital**”. With the money we receive from our benefactors (philanthropists) we project manage the ‘self sustaining projects’ in children’s homes, not just to alleviate poverty but



also to enable the children manage their own destiny with dignity. In this 100% of the funds are directed towards that planned outcome.

On this basis we set about starting a second dairy cattle project in 2008 at Hari Children’s Home (HCH).

To commence this project, we provided funds to purchase two hybrid (Jersey mix) dairy cows and paying for the cattle feed during the first six months. In this we are thankful to Annette Corlett of Farm Hill Store, Douglas, Isle of Man and Peter and June Jackson of Dorset for sponsoring the two cattle. Within 2 years the children at HCH

awareness of the work Optima Foundation does in countries such as Sri Lanka. Rotarians exchanged some of their experiences in managing social projects with Dr. Jeyendran during this talk.

Our aims and purpose

Optima Foundation exists to provide **Poverty Relief** on a global basis, thus reducing the physical, intellectual and spiritual hunger. In this mission, Optima Foundation aims to promote the Five Lamps concept in Human Values. They are **Love, Peace, Truth, Right Conduct and Non Violence.**

Cost of feeding

On average, we spend around 60 Pence per child for a hearty meal

Our commitment

Optima Foundation is fully committed to the principles of **Interfaith Harmony and Human Values.** Thus, we carry out our work without any social barriers based on gender, race, class, religious affiliation and physical or mental limitations of individuals.

Can you help to fund one of our “sustainable development” projects?

If you can sponsor one of our projects or would like to hear more about our work, please contact our Dr. Tom Jeyendran (details are shown below). We spend 100% of the funds we receive on the projects for the benefit of the children in need.

Love one and all!

“Not all of us can do great things. But we can do small things with great love.”
Mother Teresa

Translation Copy
Department of Animal Production & Health
COMPETITION FOR SELECTION OF BEST CATTLE FARMER – 2010

This certificate is issued by the
Department of Animal Production & Health
VETENERARY SURGEON’S DIVISION OF BATTICALOA

To
HARI CHILDREN’S HOME, KALLADI

FOR SECURING THE 1ST PLACE
IN CATTLE FARMING
AT BATTICALOA DISTRICT LEVEL

Sgd.....
District Veterinary Surgeon -
Department of Animal Production & Health
Batticaloa

Sgd.....
Govt. Veterinary Surgeon
Veterinary Surgeon’s Office,
Batticaloa

managed achieve an accolade which many established dairy farmers could only dream about. Well done boys!

“Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime”

This was the title of a talk Dr. Thomas Jeyendran gave on the 3rd May 2011 at the Rotary Club of Stamford St. Martin’s raising

For further information –
Please write to: Miss Valli Luschwitz (Hon. Chairperson)
At Optima Foundation – Poverty Relief
25 Oxford Avenue, St. Albans, Herts,
AL1 5NS, UK

Or: Email: tom_jeyendran@yahoo.co.uk
Telephone: Tom on 01727 841468
Web: www.optimafoundation.org

Bankers:
National Westminster Bank
10, St. Peter’s Street, ST ALBANS, Herts
AL1 3LY
Sort code: 60 – 18 – 11
Account Number: 45319502
BIC: NWBK GB 2L
IBAN: GB87 NWBK 6018 1145 3195 02