



March 31<sup>st</sup>, 2022

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Sara Yemane, Gaia Hurni

Presentation of our  
project

# Plan

Our team

Our project

Our identity

Our events

How to support us

Questions

# Our team



Arlinda



Laura



Gaia



Célie



Sara

# Our team



# Our project

Open an orphanage for children who have  
lost their parents to COVID-19

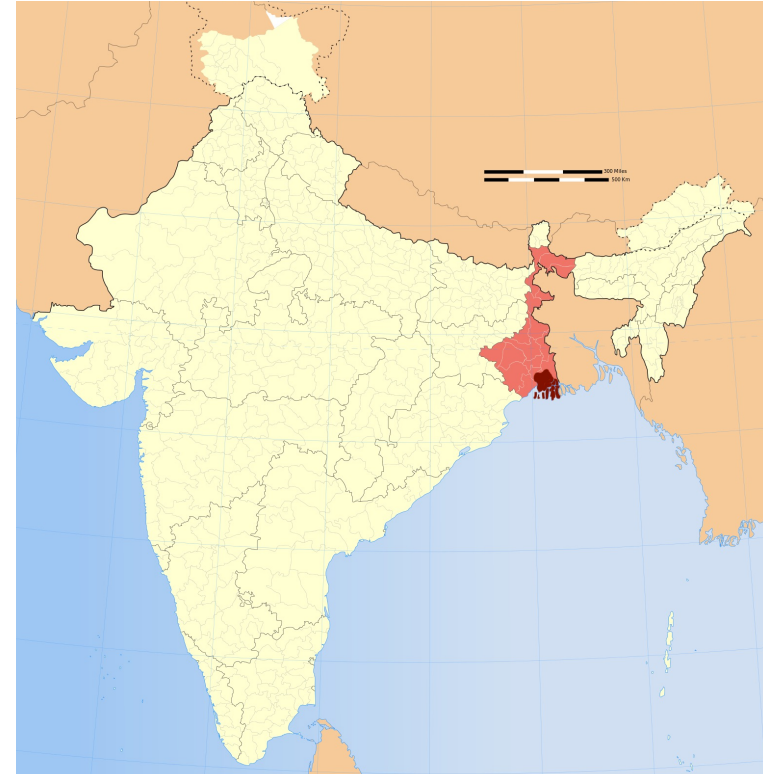


# The situation in India

- **COVID-19** crisis has heavily affected India
- 30 million orphans or abandoned children in 2018 (UNESCO)
- **30'000** children have lost one or both parents since the beginning of the pandemic  
(Indian National Commission for Protection of Child Rights)
  - In the streets, left to themselves, starving, victims of prostitution, pedophiles and exploitation

# Our project

- West Bengal, district of South 24 Parganas
- No shelter for young children in the district => absolutely necessary and urgently needed
- **Restore an existing building to make it an orphanage for children aged 0-6**
- Bulles d'espoir & Objectif France-Inde
- Asha Bhavan Centre will care for the children temporarily, until their adoption.
- 20 children every year





# The existing building



# The budget

	Cost in INR	Cost in CHF
Renovation (painting, floors, plumbing, ...)	446'166	5480
Construction of the 2 <sup>nd</sup> building	203'516	2500
Furniture (beds, ...) and Kitchen Equipments	220'000	2703
Charges	73'278	900
<b>TOTAL</b>	<b>942'960</b>	<b>11'583</b>

# The 5 objectives

1 Provide a stable and secure family living environment

2 Promote the health and well-being of children

3 Offer an infrastructure adapted to the needs of children from 0 to 6

4 Meet the nutritional needs of the children

5 Find an adoptive family & encourage legal adoption



# The renovation has already started!

- With the funds raised during the first semester, the renovation has started



# After the renovation

- **The project is meant to be autonomous and financed by:**
  - The government up to 60%
  - 2 French and Swiss NGOs
  - Local communities
  - ABC's own funds

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. In the center, there is a large orange speech bubble with a white outline and a small tail pointing downwards. The text "Our identity" is written in white inside the bubble.

Our identity

Our name

Our logo

Our motto

Social media

# Maison Khusi



"home" in French



"happy" in Bengali

Our name

Our logo

Our motto

Social media





Our name

Our logo

Our motto

Social media

*A home, a hope*

Our name

Our logo

Our motto

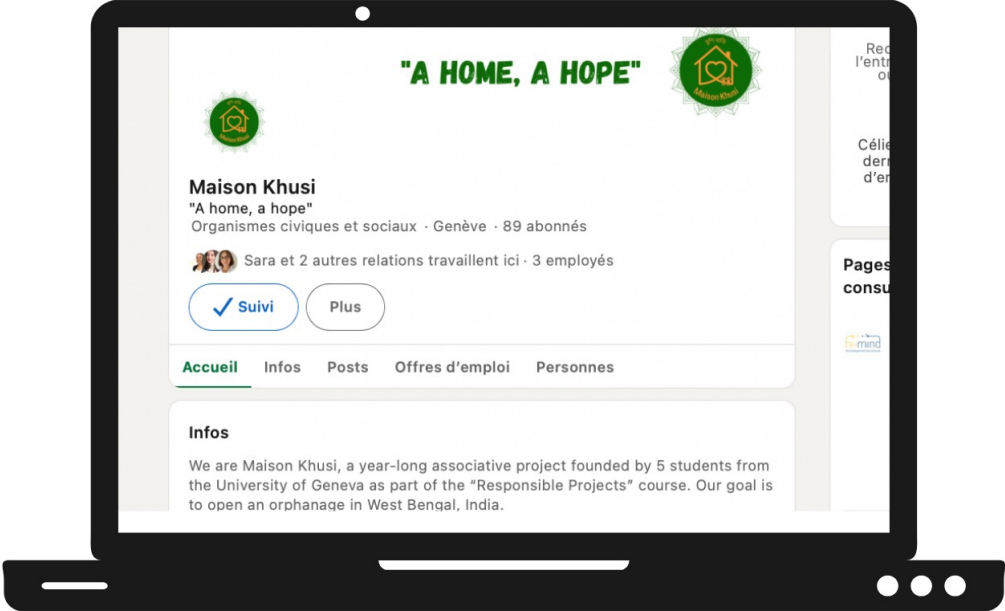
Social media



# Communication

LinkedIn

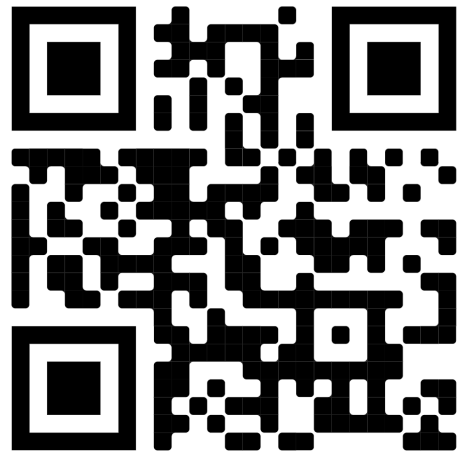
Facebook



# Communication

Website

<https://maisonkhusi.org>



## Our 5 main axes

Efficiency : raise the maximum of funds

Equity : give them the same chances that were given to us

Solidarity : raise awareness and unite people

Mobilization : people can participate. It is also their project

Joy : bring joy to the children and donators

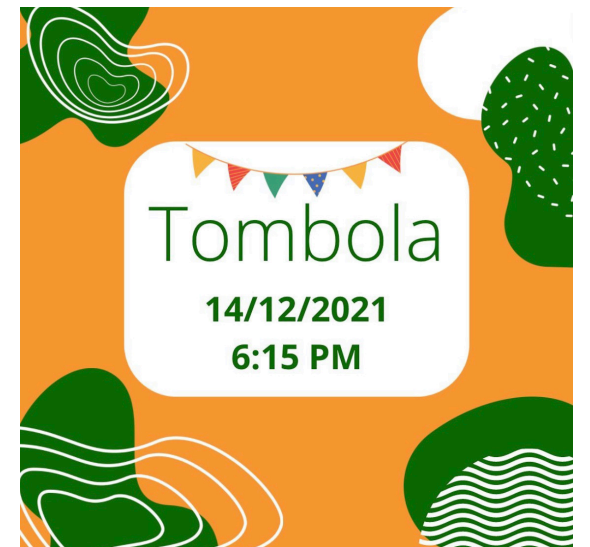
Two main  
attributes of our  
brand

## POSITIVE COMMUNICATION

- Share positiveness
- We want it to translate in our communication

## BUILD A LOYAL COMMUNITY

- Do several events
- Participants always included and part of the project



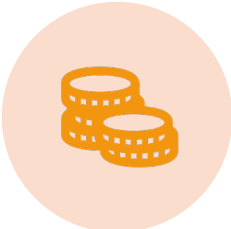
The background features a series of concentric, overlapping circles in light gray, some solid and some dashed, creating a ripple effect. In the center, there is a large orange speech bubble with a white outline and a small triangular tail pointing downwards. The text "Our events" is written in white, sans-serif font inside the speech bubble.

Our events

# Our Christmas raffle



+140 PRIZES TO WIN



TOTAL VALUE OF  
+5200.-



INITIAL OBJECTIVE:  
1500.-



TARGET AUDIENCE:  
STUDENTS,  
FRIENDS & FAMILY



DRAW: DECEMBER  
14TH, 2021





# A few of our raffle prizes

## Non Stop Gym



1 x abonnement d'un an  
(828.-)  
1 x one-year subscription  
(828.-)



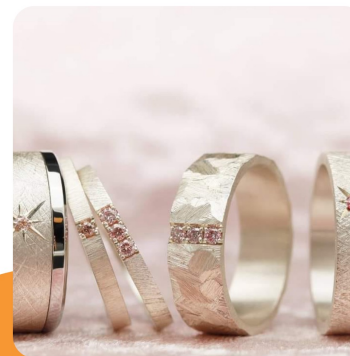
## New Concept Sports



2 x bon de 100.-  
2 x 100.- coupon



## Mood store



1 x 50.-  
1 x 100.-  
1 x 200.-



## Guillaume Bichet - Chocolatier



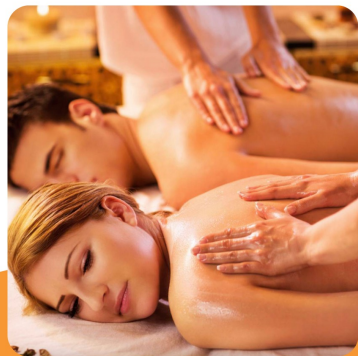
1x boîte N. 5 d'amandes  
Princesse (1kg)  
1x box of Princess Almonds  
(1kg)



# A few of our raffle prizes

Mao Espace

**māo**  
E S P A C E  
massages orientaux



2 x massage de 30 min  
2 x 30min massage



Loèche-les-bains



1x 3h au centre thermal (28.-)  
1x bon remontées mécaniques  
(58.-)  
1x 3h at the thermal centre (28.-)  
1x one-day ski pass (58.-)



Château de Gruyères



20 x bon entrée (12.-)  
20 x entrance coupon  
(12.-)



Barlyn Cake Factory



1 x bon pour un gâteau de  
votre choix  
1 x coupon for a cake of your  
choice



and many more!

# Our raffle

## Price

- 1 ticket = 5.-
- 3 tickets = 10.-

## Payment

- TWINT
- Cash
- Website

## Promotion

- Social media platforms
- Word of mouth
- WhatsApp
- Stand at Uni Mail



# Raffle results

**961**

tickets sold

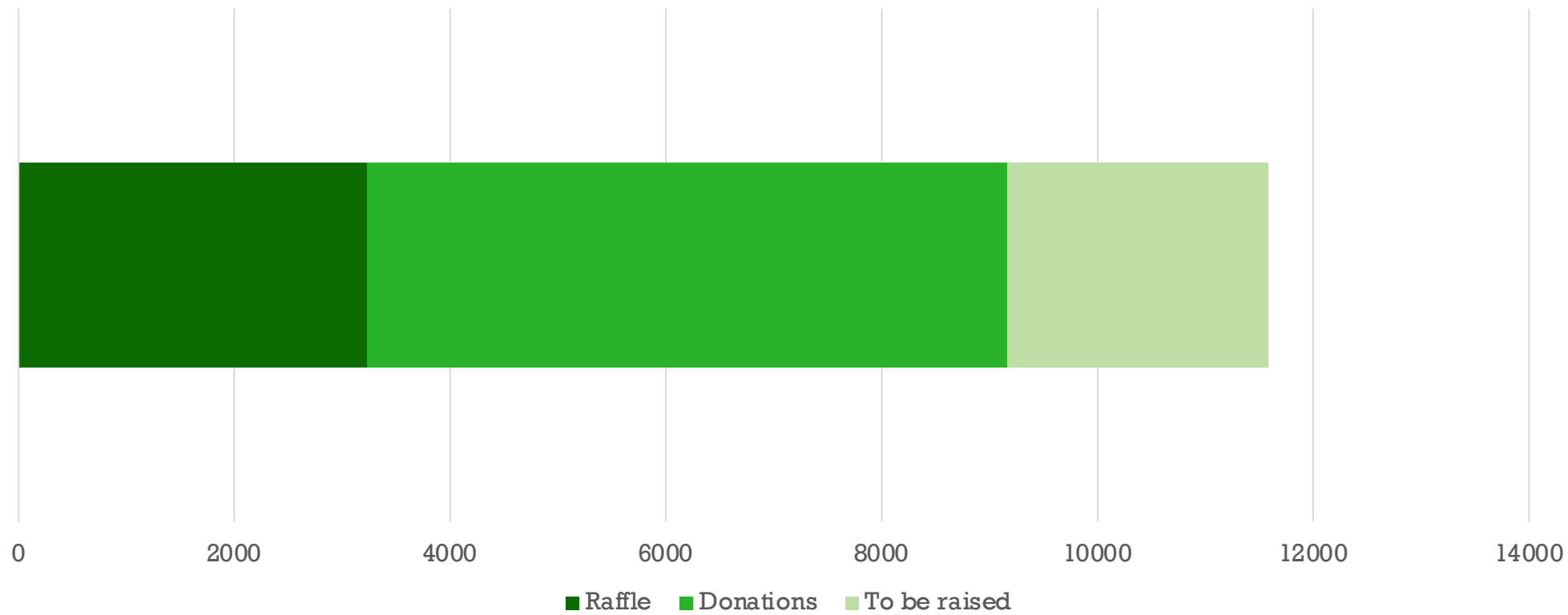
**200**

participants

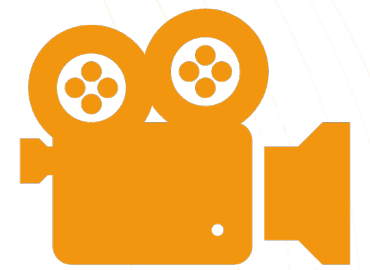
**3'230**

Amount raised  
=> 215% of the  
initial target

# Financial report



# Movie Night



# Slumdog millionaire



SOIRÉE CINÉMA

AUDITORIUM ARDITI  
MARDI 26 AVRIL 2022 À 20h  
(OUVERTURE DES PORTES À 19h30)

ACHETEZ VOS TICKETS VIA  
LE LIEN DANS NOTRE BIO

LE MONTANT INTEGRAL DES  
TICKETS VENDUS SERA REVERSÉ  
À NOTRE PROJET CARITATIF  
MAISON KHUSI

PRIX: CHF 10

SLUMDOG MILLIONAIRE  
A FILM BY DANNY BOYLE  
GOLDEN GLOBE WINNER  
BEST PICTURE  
BEST DIRECTOR  
BEST ORIGINAL SCORE  
BEST SCREENPLAY



- Tuesday April 26<sup>th</sup>, 20h
- Organized with the help of the Ciné-Club
- Preliminary costs of 182 CHF
- Announced the event on the 25th of March
- Re-posted by UNIGE associations on Instagram

- 
- ▼ Presentation at the International School of Geneva



# Presentation at the International School

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**Purpose**    Raise awareness among children

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**How?**        Presentation about the situation in India and our project

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Organize engaging activities with the children

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# Crowdfunding campaign



# Crowdfunding campaign

- We Make It

Platform



- From April to May

When



- CHF 1'000

Financial goal



- Our **families** and **friends**
- Our **professors**
- **Everyone!**

Target audience



# Crowdfunding campaign



**Make a video**



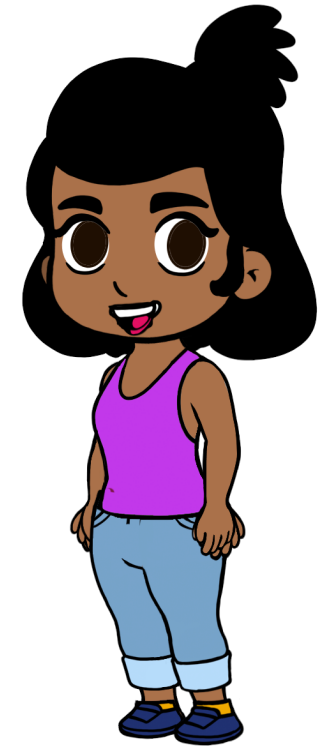
**Prepare a text to  
present our project**



**Define levels and  
"rewards"**



**Promote the  
campaign**



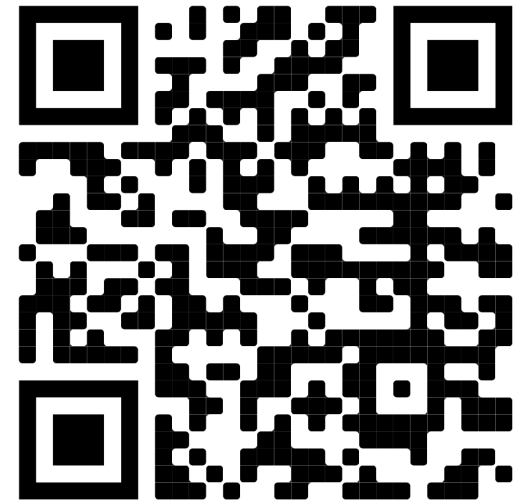


How to support us

# How to follow our project

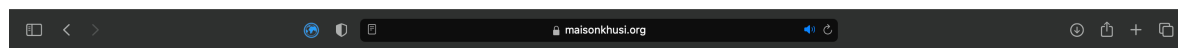


- LinkedIn : <https://ch.linkedin.com/company/maison-khusi>



# How to support us

- **Website :** <https://maisonkhusi.org/faire-un-don/>



## Comment faire un don?

### 1. Via le formulaire de don

Il suffit de cliquer sur le bouton « Faire un don » juste en dessous!

Vos données bancaires sont protégées et vos dons sont envoyés directement à la Fondation pour une Education Responsable et Equitable (FERE). La FERE s'assurera que chacune de vos contributions parviendra à notre ONG partenaire, Bulles d'espoir. Par ailleurs, sachez que les dons que vous faites peuvent être déduits fiscalement. Il suffit de nous en faire la demande en nous contactant par mail ou via nos réseaux sociaux!

Maison Khusi

Faire un don

### 2. Par virement bancaire

Vous pouvez faire votre don par virement bancaire aux coordonnées ci-dessous. Puisque le don est fait directement sur le compte de la Fondation pour une Education Responsable et Equitable (FERE), il est impératif que vous précisez la raison de votre transfert en indiquant « Maison Khusi ». Ainsi, votre don sera reconnu comme ayant été fait à notre projet!

**Nom de l'établissement financier :** PostFinance SA

**Adresse de l'établissement financier :** Mingerstrasse 20, 3030 Berne - Suisse



# How to support us

**Bank transfer**

**TWINT : +41 76 507 23 60**

- Please indicate your name and “Donation Maison Khusi”



Questions?



## Where to find us



maison.khusi



Maison Khusi



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



[maison.khusi@outlook.com](mailto:maison.khusi@outlook.com)