

# Duchess Club Partnership Report

Created by:  **Yein Udaan**  
EDUCATE. EMPLOY. EMPOWER.



# Overview

Yein Udaan Trust is a young NGO in Chennai, established in 2017 to provide holistic learning opportunities to marginalised children, youth and women in Chennai's slum communities.

Yein Udaan and Duchess Club partnered in January 2020 to commence a learning program organised by the NGO and implemented by volunteers from the Club.

The partnership, since then, has extended beyond volunteering to a diverse range of support outlined in this report.



# Support – Human Resources

In January 2020, Duchess Club members initiated their support through volunteering as teachers in our NGO's learning programs.

Fifteen members signed up as teachers for our young learners program, delivering content including English, Math and Life Skills. Three volunteers also contributed their expertise, knowledge and skill as counsellors for our children and their mothers, in a pursuit to improve their mental health and wellbeing.

Once lockdown was announced in March 2020, several of the volunteers joined our Covid Task Force to help raise funding and verify on-ground needs for the distribution of food and sanitation relief supplies. Many members also continued their communications with our students through WhatsApp lessons.



# Support – Material Resources

Duchess Club members have been integral in our procurement of tangible resources such as laptops, stationery and solar lamps.

The Club donated four new Lenovo IdeaPads in March 2020 towards our computer lab, where students learn important 21<sup>st</sup> century technical skills. Two members also donated their old personal laptops which were used by our students to attend online classes during school closures.

Over the last two years, several members have donated innumerable stationery supplies such as books, games and toys to our students.

In the greatest effort so far, the Club has enabled us to procure solar lamps for 250 marginalised families in Chetpet's Dhobikana community.



# Support - Funding

Members have also mobilised their network to raise funds for our NGO to the tune of INR 5,00,000+.

These funds have been utilised to fund our food and sanitation relief kits distributed in waves 1 and 2 of the Covid-19 pandemic. With the help of the Club and our other funders, we were able to reach nearly 2,00,000 vulnerable people in and around Chennai with urgent needs.

This amount is inclusive of the funds required to procure 250 solar lamps, which have been extremely beneficial to families struggling to pay their electricity bills due to loss of jobs during lockdown. These are also being used by students to study during power cuts, and create a safe, well-lit home environment while parents are away at work, leaving children alone.



# Support – Strategic Decision Making

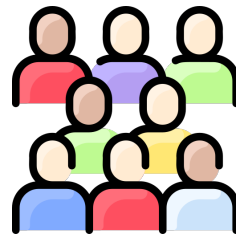
The Founding members of the Club have also played a crucial role in guiding the senior leadership team of our NGO during these trying times. These members have helped create systematic strategic plans for the steps taken by the NGO during the Covid-19 pandemic.

Their listening ear and sound advice from experience, has helped the NGO stay on track and reach goals in an effective manner.



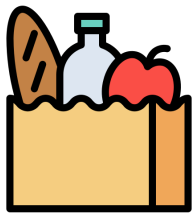
# Overall Impact

Yein Udaan NGO has impacted the lives of thousands of residents in Chennai through our partnership with the Duchess Club.



2,00,000 people

Through



Food



Sanitation



School Supplies



Solar Lamps





# Impact in Pictures







2020

# News Coverage

2021



18 Feb

Nykaa x Kay Beauty



10 March

The Commonwealth



25 May

Deccan Chronicle



03 June

DT Next



31 March

News 360d



02 April

The Quint



03 April

The Hindu Tamil



09 April

The New Indian Express



22 April

Femina



22 April

Lifestyle Asia



24 April

Indian Women Blog



04 May

You Humanity



09 June

Edex Live



10 June

The Pioneer



10 June

The Hindu Tamil



10 June

The Better India



07 May

The Hindu



08 May

Economic Times



08 May

The Print



11 June

New Indian Express



12 June

The Hindu



10 May

The Hindu



12 May

Edex Live



14 May

Mumbai Mirror



26 May

Thomson Reuters Foundation



17 July

CNN World



05 Sept

Times of India

Read more on: <https://yeinudaan.org/features/>