

# THE COMMON PEOPLE

ANNUAL REPORT 2021-2022

ABN 40 170 766 569



# CONTENTS

Page 1 – Cover

Page 2 – Contents

Page 3 – Preface from The Board of Directors

Page 4 – Story in Numbers

Page 5 – Who We Are

Page 7 – About Us and A Brief History

Page 8 - 2021/2022 - The Journey Continues

Page 9 - Programmes Undertaken during the Year 2021/2022

Page 12 - Initiatives Undertaken in 2021/2022

Page 15: Achievements

Page 18 - TCP India Milestones

Page 19 – Partnerships

Page 20 – From the Field

Page 21: Leadership Team

Page 22: Corporate Governance/Risk Management

Page 23 – Financials

Page 24 – Thank You

Page 25 – Contact Us



## PREFACE FROM THE BOD

Greetings everyone. As the entire world is getting adjusted to the post covid new-normal phase, it is with utmost gratitude that we look back into another year which went by. It is encouraging to witness the progress and achievements of our children in their curricular and extra curricular domains, and what greater joy than to see them excelling and realizing their dreams through our child sponsorship programme. All this was possible only by the generous support of all of you, and I can't thank you enough for continuing to be the flag bearers in providing a life changing impact in the communities we work in.

They say it takes a village to raise a child, and that is exactly how our model is set up to work. We have excellent support from the local village and government authorities and we work closely with them in developing a safe and secure environment for our children to thrive. Amongst many other milestones, we were granted the corporate social responsibility status by the government of India during the last financial year and we are currently working with various corporates in setting up a career pathway for our children after graduation.

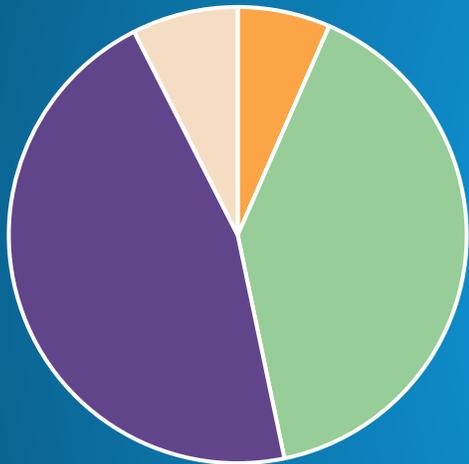
It is exciting times ahead for The Common People. We look forward to growing our organization further in the new year, and thereby providing more resources and opportunities for our children. Heartfelt gratitude to all commoners, sponsors and donors for being a part of this beautiful journey.

Mathews Abraham Puliylil

Director

# Story in Numbers 2021/2022

## Age Composition of Our Sponsored Children



- 0-6 years
- 7-12 years
- 13-18 years
- 19+ years

## THE COMMON PEOPLE

VOICES FOR THE VOICELESS

### HOW YOUR SUPPORT MADE A DIFFERENCE

**18840 Kilograms**  
18 tons of rice distributed  
in rural and remote villages

**58 Villages**  
Provided food kits and  
basic essentials to 58  
villages in dire need

**6444 Kilometres**  
Our dedicated team  
travelled to the most remote  
areas to seek the unreachable

[WWW.THECOMMONPEOPLE.ORG](http://WWW.THECOMMONPEOPLE.ORG)

STAND  
BY A  
CHILD



DONATE  
NOW

2021-2022

STORY IN NUMBERS

**1728** DISADVANTAGED  
CHILDREN, FAMILIES  
& VILLAGERS  
were provided with  
basic supplies including  
monthly food kits during  
covid-19 pandemic

**686,160 MEALS**  
More than half a million meals  
provided through our monthly food kit  
distribution

**95 SCHOOLS**  
We have a network of 95 schools  
accessible for kids in our child  
sponsorship programme

**3024 HOURS**  
Dedicated hours spent by our trained  
volunteers in running educational  
campaigns and counselling sessions



WE ARE FOR CHILDREN

YOU  
CAN CREATE A  
LIFETIME  
IMPACT



### WHY WE DO THIS

**4 times more**  
School drop out rate of  
children from illiterate  
homes is 4 times more  
than those from literate  
homes

**32 million** Indian  
children of age up to 13  
years have never  
attended any school

**ECONOMIC  
IMPACT**  
Unemployment rate in  
India is at 7.80%

**TOP 3 REASONS  
FOR HIGH SCHOOL DROP OUT RATES**

- Sick Parents/Single Parent
- Family Debt
- Child Labour

### OUR CHILD SPONSORSHIP PROGRAMME

With **23 AUD / month**, you can provide your  
sponsored child a bright future.

For more info, please visit  
[www.thecommonpeople.org](http://www.thecommonpeople.org)

### OUR CHILD SPONSORS AROUND THE WORLD



TOGETHER  
WE CAN CHANGE  
THE WORLD

This picture depicts our International Aid project as a story in numbers for the year 2021/2022.

It is humbling to experience how God is using a fellowship based on music and creative arts as His instruments for a much bigger cause.

# WHO WE ARE



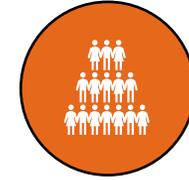
## OUR MISSION

To break the cycle of poverty with education, nourishment and health care



## OUR ETHOS

To pursue a life of servanthood and compassion for the betterment of the world around us



## OUR VISION

To provide holistic support for 1000 disadvantaged children and families by 2030



## OUR PURPOSE

To spread the meaningful message of love, hope and peace across boundaries



“NOT ALL  
OF US CAN DO  
GREAT THINGS.  
BUT WE CAN DO  
SMALL THINGS  
WITH GREAT  
LOVE.”

- MOTHER TERESA

# A BRIEF HISTORY - HOW IT ALL BEGAN

The Common People was formed in 2014 for the greater common good. The focus of the organization is to reach out to people in need around the globe. We are a registered not-for-profit organization run by an army of volunteers, and most of our work involves community engagement and fundraising for various initiatives and projects through creative arts concerts. In 2020, we undertook our own mission project of supporting 1000 children from remote villages in India. We are passionate about nurturing children, restoring their health, providing them with formal education and improving their livelihoods. We look forward to the future in creating a positive difference in the world we live in.

The Common People Ltd. is registered with the Australian Charities and Not-for-profits Commission (ACNC) and has tax-deductible gift recipient (DGR) status. Our organization comprises of ordinary people from various walks of life who are passionate about bringing joy and hope to people around us. This is primarily achieved through a wide variety of elements, including creative arts concerts, volunteering and fundraising activities for various projects. In our organization, everyone is family, and there are plenty of opportunities to get involved with us. We have no paid employees in Australia. Our board oversees all our projects and ensures strict accountability to governance procedures and policies.



# The Journey Continues

The Common People are grateful for every single one of you for your sponsorship, donations and prayers. It has not been easy with the pandemic we continued to face last year, and we honestly could not do it without you.

The Common People (TCP) launched its International Aid programme in 2020 and despite the lockdown and Covid threats in 2021/2022, we continue to work closely with our local team in India to provide nourishment and basic amenities for our children and their families.

Every month our team of volunteers venture out several hundreds of kilometres to provide food and other essential items needed for all our children and their families under our programme. We are blessed to have selfless volunteers who willingly sacrifice their time and resources to reach the unreachable.

Given the worsening COVID situation worsening in India, distribution of kits was carried out from The Common People office in India to adhere to the strict government protocols. Different time slots were allocated per family for collection of kits and safe COVID protocols were complied with. The Common People funded the costs where required towards safe transportation of our children and families to collect these monthly kits. All families were also supplied with both surgical & cloth mask along with hand sanitizer bottles.



# PROJECTS UNDERTAKEN 2021/2022

## *Stand by a Child*

'Stand by a Child' is a child sponsorship programme focussing on providing education, nourishment, improved health, better standard of living and higher quality of life to hundreds of children and families.

The children we support have had family history of abuse, suicide and negligence which have affected these children negatively. Providing regular counselling sessions, mental health support and assessments is one of our key focus areas. We also work closely with school authorities and teachers in reaching out to kids who drop out of schools because their families cannot afford education and sustenance. We are passionate about nurturing children, restoring their health, providing them with formal education and thus improving their livelihoods.

The Common People come together for the purpose of improving the quality of life and addressing the necessities of life for people who struggle to get them. In India, we are directly involved in providing nourishment and better shelter to children who are living in impoverished areas.

Most of these children and their families currently struggle to have three meals a day. By providing food and necessities to the under-privileged, we are bringing about a change in those impoverished children and families. Our regular supplies ensure these under-privileged families will have access to basic food and nourishment, and thus reducing hunger and addressing issues related to malnutrition.

Focusing on emotional and mental health concerns will provide holistic and comprehensive care to the youth and children thus leading to reduction in criminal and antisocial behaviours. Better mental health will help them in developing into responsible citizens and in turn contribute towards elevating socio-economic status of the community.

We are directly reaching out to people who require basic needs in life like nourishment and wellbeing. Helping others in need is our motto and passion, and we gather our resources to provide a lending hand to people in need.



## PROJECTS UNDERTAKEN 2021/2022

### *Stand by Her*

We launched the 'Stand By Her' Campaign in August 2021 with the tagline – 'Changing lives by improving feminine hygiene.'

The Common People is committed to our 'Stand By Her' programme aimed at improving the feminine hygiene of girls and women in rural villages, by providing sanitary products and hygiene education to all women folks. Girls and women in underprivileged countries often face a lack of sanitary products because of insufficient funds or access to these basic hygiene comforts. They may end up using newspapers, leaves, cloth or other simple means to manage their monthly cycles. Lack of confidence and embarrassment may lead to children not wanting to go to school and even a physical stigma they could associate this issue with, which could remain through their lifetime. Furthermore, based on Statistics available, less than 20% of women in India have access to basic hygiene amenities in India.

With the 'Stand By Her' initiative – TCP provides women with access to basic hygiene amenities with monthly sanitary pad packs and educate teenage girls in rural villages on how to improve feminine hygiene. The 'Stand by Her' project aims to –

- improve the feminine hygiene of girls and women in rural villages
- provide monthly sanitary pad packs / sanitary products
- educate teenage girls and women folk in rural villages on how to improve feminine hygiene
- offer sufficient funds to be able to access these basic hygiene comforts
- deter from this physical stigma which could remain through their lifetime.
- boost their confidence and avoid embarrassment that leads to children not wanting to go to school



## COVID-19 Relief Programme

The Common People implemented several measures to mitigate the effects of COVID-19 on our mission projects in India. The Common People raised funds and gathered resources to specifically address the COVID pandemic crisis in India. Our outreach paved the way of hope for many communities who were devastated with the spread of the virus.

Our International COVID Relief Program is only possible with the generous donations we receive from individuals and organizations. Together, we can ensure that no child in our community goes hungry during the Covid-19 pandemic. An Act of Kindness, not to be forgotten.



# INITIATIVES UNDERTAKEN IN 2021/2022



## *Reaching Out*

The Common People reached out and helped over 1728 disadvantaged children, families and villages by providing basic supplies including monthly food kits during the year 2021/2022.

686,160 meals were provided through our monthly food kit distribution to all families under our child sponsorship programme. We reached out to 58 Villages in dire need and our dedicated team travelled 6444 Kilometres to the most remote areas to reach the unreachable.

To keep up the health and wellbeing of our children and families, there was a vaccination campaign drive initiated among our village network. We thank our volunteers who took the initiative to discuss this with the local government officials and thus enabling this drive to be successful.



## Education

A good education is the foundation for a better future. With the pandemic, education continued to look a bit different throughout the start of last year, but our children never failed to embrace the challenges they faced and continued to strive towards their education success. TCP managed to run a few Educational campaigns to foster and build the importance of education amongst the villages.

We are grateful to our coaches, leaders and mentors who are helping our children develop in skill and character and eventually equip them to be future leaders within the community.

## *Educational Campaigns*

Our 1st Educational campaign was conducted in Arunthathiyar Nagar, a remote village on the outskirts of Chennai, where 45 enthusiastic and eager kids attended the campaign. The 2-hour programme included motivational speeches, group discussion and games.

Our 2nd Educational campaign of the year was held in Irular Colony. Here again, we had 30 eager & energetic children who attended the campaign.

TCP India conducted a third successful educational campaign in the Aladu village of Ponneri. The campaign was graciously blessed with the presence of the Sub-Inspector of Police from the local police department of the district who inspired our children with a motivational talk.



# Achievements

Education brings new meaning to those who have never had opportunities of even dreaming about going further in life. The Common People helped in enrolling around 200 children in schools, colleges, and universities last year.

We are proud to announce our young heroes who have not only distinguished themselves academically but also in extracurricular activities. It is heartening to see our kids excelling in studies and shaping their future.

Our children did exceptionally well by passing both Year 10 and Year 12 exams. Two of them in Year 12, have secured admissions in the prestigious Loyola College and Madras Christian College (MCC) in the city.

Our children never fail to amaze us in their own way. Sharing some of the noteworthy achievements.

Persiyal was awarded first place in the junior section at the annual Silambam martial arts summer camp.

Sharlini was in the top 10 in her school.

Thiru and Murali joined B.Com course, Vishwa was enrolled for Diploma of Electrical Engineering and Reshma secured admission for BA in English Literature.

Vijay with a Masters degree in Science and Madhumitha with a bachelors degree in Engineering has also been able to secure jobs.

Sanjay has qualified as a student at Dr. MGR Fisheries College and Research Institute. Sanjay was the first to qualify in the entire state.



## *Rebuilding Lives*

We continue to provide families affected by Covid with regular support given their inability to earn their daily wages. As part of the COVID relief outreach undertaken by our volunteers, food kits, masks, hand sanitizers were also distributed to 43 villages.

To keep up the health and wellbeing of our children and families there was a vaccination campaign among the villagers. We thank our volunteers who took this initiative to discuss with the local government officials thus enabling this drive to be successful.

Funds were raised by our volunteers to provide breakfast for many families living in poor conditions in the Vairavan Kuppam village. All children were provided with a set of clothing too. Our volunteers spoke about the importance of education to the children.

TCP was able to cover all medical and recovery costs for the father of one of our volunteers who underwent an angioplasty.

A new home was constructed for siblings Nishanthi and Yashwanth to provide them with a safe place to live in.



# TCP MILESTONES:

## **Certification:**

TCP India successfully obtained The Corporate Social Responsibility Certification from the Department of Corporate Affairs, Government of India. This is a pre-requisite for obtaining funds from various Corporate Companies towards social causes. What a blessing to be able to receive this Certification to enable TCP to move towards doing better and greater things for our children and their families.

## **DGR**

TCP India received the well-deserved DGR – (deductible gift recipient) status. This recognition enables TCP to work with other organizations and individuals to raise funds for projects including educational campaigns.

## **Career Counselling**

Career counselling sessions were held by our volunteers to guide our university students towards career development programmes to provide our children with access to additional job aids and mentors.

## **Outreach Video Launch**

As part of our outreach Ministry, TCP released our first joint video with our 200 children. It was heartwarming and humbling to witness the children in India receiving Christmas gifts for the very first time in their lives. The video was our very own Indian fusion acapella arrangement rendition of “The Little Drummer Boy”. We were privileged to have the local government authority Village President to preside over the function. The Christmas day celebration was also highlighted in a few local newspapers and TV channels. The generous contributions from our members towards Christmas gifts created a lasting memory for the children and everyone involved.



## *Partnerships*

TCP partnered with Global Consultancy Group (GCG) in February 2022. The Global Consulting Group (GCG) is a student-led organization which provides consulting services to charities and not-for profits.

GCG connects university students with experienced professionals who then work together to solve business problems for other charities, combining the energy and passion of today's youth with the experience and wisdom of our industry leaders. The organization currently has 130+ volunteers across several locations in Australia and has completed over 150 projects for clients such as the OzHarvest, Amnesty International and Primary Ethics.

TCP partnered with GCG (University of Melbourne chapter) for 6 months having biweekly meetings with a team of 6 student consultants with the aim of working on establishing TCP's main target market to determine an ideal marketing demographic and develop a preliminary understanding of marketing practices within the child sponsorship space.

A comprehensive presentation was submitted with thorough research on TCP's long term strategic planning in two main areas, The Marketing Strategy and The Sponsorship Strategy. GCG put forward several practical strategies which will be beneficial to TCP and its plans moving forward.



# FROM THE FIELD

It gives me a great pleasure to provide a quick summary of The Common People activities in India for the year 2021-2022. We started the very first day of the year by providing food for some bonded labourers and families near our mission field. We were able to talk to a few children present there about the importance of education. We also distributed some new clothes to the poor and needy there. As a result of this visit, a few kids will be part of our educational sponsorship program from the year 2023.

We had the opportunity of conducting a few educational campaigns in Irular Colony, Mugambigai Nagar, Thotti Kedu and Bharathi Nagar. We were able to encourage many students to continue their school and college and not give up. We had several activities and games that reiterated the above idea. In total, we reached out 235 children through educational campaigns. As most of our kids are orphans or single parented, most of them can't afford three meals a day, so our monthly grocery kits were very helpful in equipping kids continue their education. Most of the families have always mentioned how grateful they are for the monthly groceries. This also provides us and the families an opportunity to meet once in a month regularly to discuss issues pertaining to their kids education and their families.

As TCP is an educational charitable society, we provide educational financial assistants to all our college and university going students including exam and tuition fees. This has become a great success as we have helped 8 students graduate with Bachelor and Master degree diplomas. Right now we have 14 students who are studying in different colleges and universities for their bachelors and masters degrees.

We thank all our supporters and well wishers from the bottom of our hearts. We reach out to a lot of people in need on a regular basis and what we do here in the field would not have been possible without your generous support, encouragement and prayers. On behalf of all our children, THANK YOU.

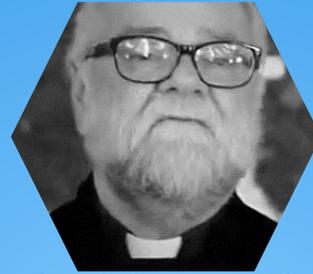


# Leadership Team

The Common People is committed to accountability and transparency provided through our corporate governance framework. Our aim is to faithfully fulfil our organization's charitable purpose. Our leadership team oversees the implementation of policies and processes that reflect good corporate governance. This is an area in which we continually seek to make improvements by considering, reviewing and implementing standard policies and processes.



**Winson George**  
Advisor



**Rev. Dr. Alasdair Mac-Kinnon Love**  
Advisor



**Roy John CPA**  
Advisor



**Sharmila George**  
Events/Partnerships



**Sam Joy**  
Accounts/Promotions



**Serene George**  
Mission/Outreach



**Jobby Mathew**  
Media/Campaigns



**Arun Ramachandran**  
BoD-Admin/IT/Security



**Benoy Peter**  
BoD-Finance/Projects



**Mathews Abraham**  
BoD-Admin/Projects/Finance



**Dr. Sharon Oommen**  
BoD-Marketing/Fundraising



**Sudhin Mammen**  
BoD-Marketing/Fundraising

# CORPORATE GOVERNANCE

We are committed to accountability and transparency provided through our corporate governance framework. Our aim is to faithfully fulfil our organization's charitable purpose.

The members of our Leadership Team and advisors provide our organization with strategic oversight to strive for continual improvement, so we can make an even greater difference for the world's most vulnerable children. We are regulated by the Australian Charities and Not-for-Profits Commission as a registered charity under the Australian Charities and Not-for-profits Commission Act 2012 (ACNC Act). We are registered as a public company limited by guarantee under the Corporations Act 2001, which means that the Corporations Act applies but in a manner modified by the ACNC Act.

## Risk Management

### Internal Auditing

Our internal audit function helps us evaluate and improve the effectiveness of our risk management, control, and governance processes. In accordance with professional standards and good corporate governance principles, this internal audit function is independent of The Common People Australia activities and processes it reviews. It reports independently to the Board of Directors. Our current internal auditor is Mr. Roy John CPA.

### External Auditing

The Common People engages Total Audit Services to perform a thorough independent audit of our financial report. Total Audit Services is an independent accounting and audit firm, which is well versed in Australian Accounting Standards (AAS). The firm provides audit services to many non profit organizations. The lead auditor is Ms Susan Bradnock CPA.

### Technology

Protecting our intellectual property and supporters' information is critical to The Common People's operation and reputation. Our risk management strategy is achieved through a series of controls, including policies, processes, procedures, organizational structures, and software and hardware tools. The Common People's board members are responsible for protecting sensitive information, with procedures in place to ensure consistent information handling according to its sensitivity and level of importance.

# Financial Summary 2021-2022

## INCOME AND EXPENDITURE REPORT

### Revenue

CHILD SPONSORSHIP	\$15,947
DONATIONS	\$13,926
FUND RAISING	\$1,256
OTHER INCOME	\$700
TOTAL INCOME	\$31,828

### Expense

INTERNATIONAL AID & DEVELOPMENT PROGRAM- INDIA	\$21,292
ADMINISTRATION	\$5,473
TOTAL EXPENSES	\$26,765
SURPLUS	\$5,064



# Thank you

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Through your generosity, our children have the hope of life they need to experience the fullness of life. We are grateful for your support and partnership to reach the most vulnerable communities we work with in India.

Thank you to all donors, sponsors and members who have stood by us, supported us and journeyed with us. Let's move forward towards our vision to support more children and families in 2022/2023.

**The Common People**



# CONTACT US



[CONNECT@THECOMMONPEOPLE.ORG](mailto:CONNECT@THECOMMONPEOPLE.ORG)



[WWW.THECOMMONPEOPLE.ORG](http://WWW.THECOMMONPEOPLE.ORG)



[WWW.FACEBOOK.COM/THECOMMONPEOPLEFOUNDATION/](http://WWW.FACEBOOK.COM/THECOMMONPEOPLEFOUNDATION/)



[WWW.INSTAGRAM.COM/THECOMMONPEOPLEFOUNDATION/](http://WWW.INSTAGRAM.COM/THECOMMONPEOPLEFOUNDATION/)

