

The Centre

Empowerment Training & Community Support

A Commitment to the Future



The T.E.A Project

(**T**raining, **E**mpowerment & **A**wareness)

Children's Empowerment Centre Development Appeal

Charity Registration No. 1163485



‘The T.E.A Project works to empower Sri Lankan children from poverty’.

The project provides **free training, support and guidance** to poor schools, orphanages and grass roots organisations all across Sri Lanka that work directly with vulnerable children, young people & communities.

The **T.E.A Project** develops **ambition, practical skills, knowledge** and important **opportunities** for **underprivileged** children and their communities. The **T.E.A Project** believes passionately that developing **skills, aspirations and confidence** in young people is **key** to securing a **positive and sustainable** future.

‘The T.E.A Project is a small grass roots charity doing some big work.’

Providing support since 2014, The T.E.A Project **donates** front line empowerment training (**L.I.F.E, Safe-TEA, EVERY-body & Steps 2 Success**) to **thousands** of children & professionals across the island. The T.E.A Project **give their services** to children from the **poorest** urban and rural areas **throughout Sri Lanka** where education and lives have been disrupted by **poor economics, war, poverty, abuse and natural disaster**; regardless of cultural or religious background.

‘Developing aspirations and confidence in young people is key to securing a positive and sustainable future for the next generation. Our services make the TEA Project truly unique’.

Racheal Ireton – Co-Founder of The T.E.A Project



Our Mission

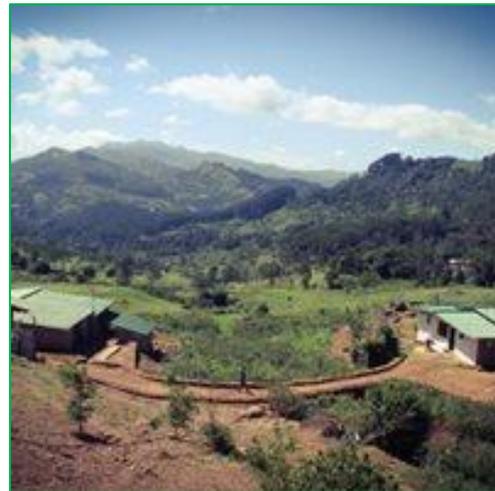
To improve opportunities for vulnerable children through training, empowerment and awareness programmes that stimulate learning, develop prospects and increase life chances. We work to ensure that all children are safe, happy and healthy.

Our Vision

All children are empowered to participate in the realisation of their rights and achieve the maximum potential in life without discrimination.

Our Goal

To help realise this vision and achieve our mission
The T.E.A. Project is developing Sri Lanka's first
dedicated children's empowerment centre.



**We need your support
to turn vision...**



**... into opportunity; for thousands
of vulnerable children.**

• A Need for 'The Centre'

There is a **severe** lack of services to **empower children & poor communities** in Sri Lanka. To **cultivate ideas, foster creativity** and **teach new skills** that will help **break the cycle of poverty**. Especially within tea plantation areas. T.E.A helps bring about real & **sustainable change** for **everyone** connected to the industry; **workers, their children, communities, employers** and **consumers**. Improving well-being & opportunities will help ensure the **positive future** that everybody in the industry **needs to survive**.



'Change should not always be directed by large multinational charities.'



Workers live in housing known as '**lines**'. Rooms for labourers are often without windows and little or no ventilation. As many as 5 to 10 people, **sometimes multiple families**, often live in one room together. Many of the tea pickers **children leave school** by the time they're **13** or **14** to start working in the fields with their families.



Young people are choosing to leave the tea plantations in the hope of better **city-based jobs** in the service sector. Raising **real questions** about the ability of the sector to source the **skilled labour** it needs and also the **social and economic** problems for employees remaining in communities left behind.

'Sri Lanka exports over \$1.5 billion worth of tea annually'.

Workers live in housing known as '**lines**'. Rooms for labourers are often without windows and little or no ventilation. As many as 5 to 10 people, **sometimes multiple families**, often live in one room together. Many of the tea pickers **children leave school** by the time they're **13** or **14** to start working in the fields with their families.

Women, who consist of more than **60%** of the work force in the industry, are at the lowest social strata and **powerless**. Wages are particularly low.

"A worker who collects 18 kilos of tea in a day can earn £2/\$2.60. *Before basic welfare deductions like food etc."

Studies have revealed that poverty & abuse are a major problem in Sri Lanka....



MY VOICE

**WILL BE
HEARD AT**

The Centre.

Help **PROTECT** vulnerable children in Sri Lanka

DONATE TO 'THE CENTRE APPEAL'. theteaproject.org

Poverty in the estate sector has been reported to be increasing.



"There is an increase of child rape in Sri Lanka. It is a combination of actual increase in rape and more people willing to come forward as a result of awareness. In cases of child rape, the sad fact is that cases can drag on for long periods of time; after five or six years the child is of marriageable age and not willing to come forward. Thus, the perpetrators often walk free".

This needs to change.

Please support "The Centre Appeal"

www.theteaproject.org

#TheCentre

We don't eat it. We certainly don't need it to survive. **So why is tea so important?** According to figures from the **International Tea Committee**, the global consumption of tea jumped **60%** between **1993** and **2010** and significant growth is forecast as more people become consumers of tea. Today, it is the **economic** and **social** importance of tea production that is **so significant**. **The tea industry** provides a **vital source** of **employment** for some of the **world's poorest** countries; including **Sri Lanka**. A vast network of people have a relationship with tea – not just consumers, but growers, pickers, suppliers, traders and sellers – impacting on the lives and well-being of **millions of people** across the world. (*TEA 2030)

- **Benefits of 'The Centre'.**

Building *The Centre* will bring immediate benefit to people working within the tea picking industry. Enabling unsupported families access to **education, employment and community development** support. Including **English language** courses, free **child day care**, empowerment **training**, educational **workshops, therapy, counselling**, free **food provision** and **vocational training** courses. *The Centre* will also serve **vulnerable children** & support working professionals **regionally, nationally AND internationally**.



The T.E.A Project will set up a permanent field level office at *The Centre*. This will enable The T.E.A Project to run **safeguarding, leadership & relationship** programmes, **community events** and *The Centre* will create **paid & voluntary employment** opportunities for local people.



'The aim of the government is to make the estate sector people stakeholders in the social development'.

**Minister of Hill Country New Villages, Infrastructure and Community Development: Palani Digambaram*



Vocational courses will be started and *The Centre* will host **residential team-building & training weekends** for children from poor communities, schools and orphanages across Sri Lanka. There is residential accommodation for visiting **international volunteers** & to enable overseas **volunteer exchange programmes**.

Welcome to our volunTEAR centre house ...



‘Tackling issues is too big a task for any one organisation to achieve by itself. It needs the co-operation of all parts of the value chain – **consumers, retailers, packers, traders, processors, growers, workers and support organisations** – working together as part of a sustainable value network’. (*TEA 2030)

‘Wages have traditionally been low in the tea sector, often failing to meet the basic needs of workers. Although wages meet minimum standards in some countries, these are often below a realistic living wage’. (*Oxfam)

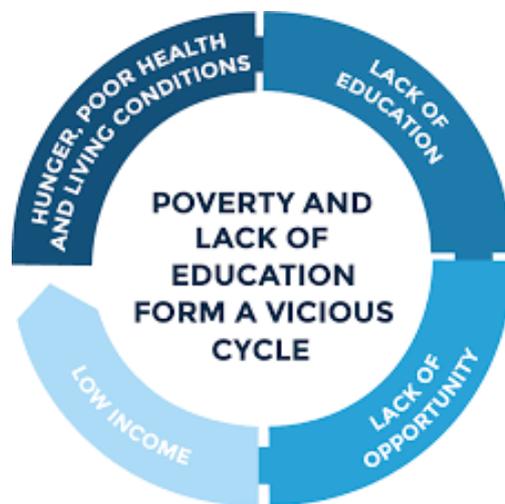
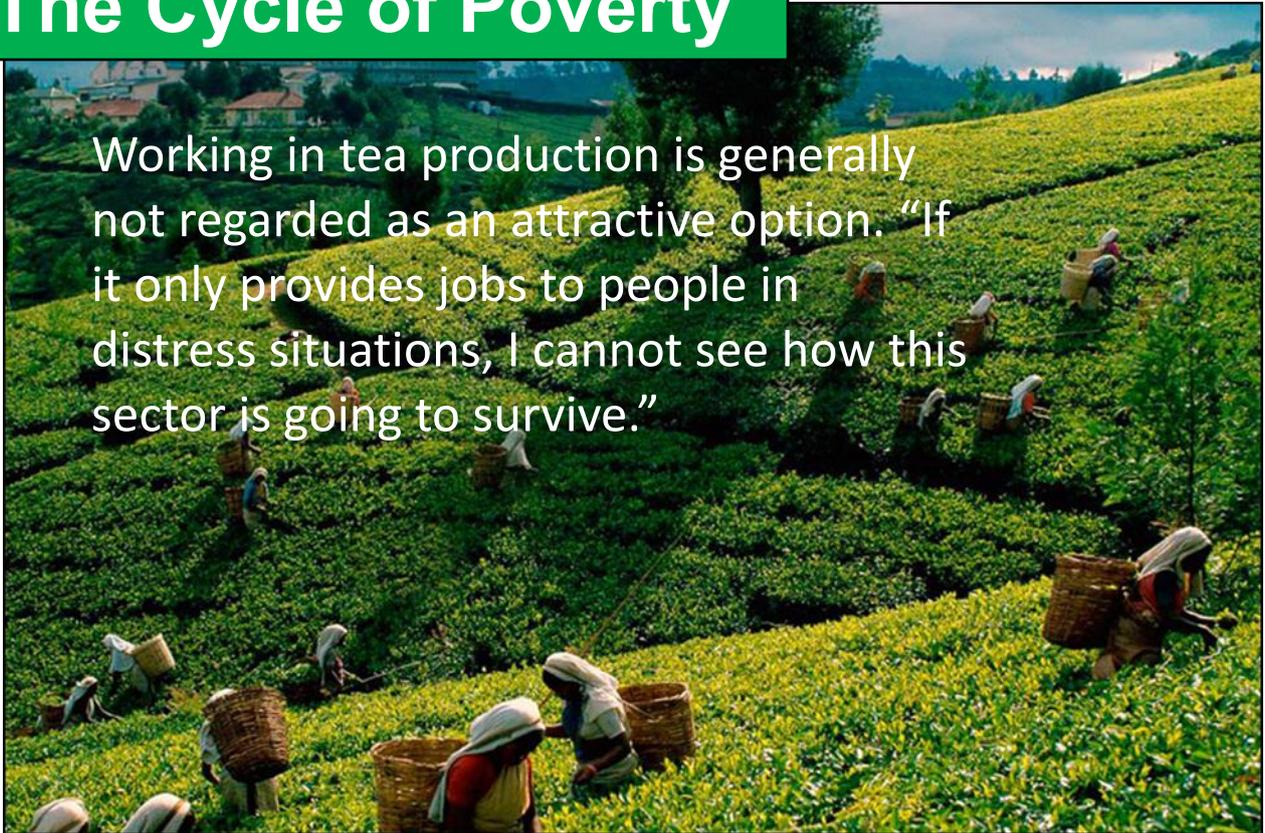
‘Working in tea production is generally not regarded as an attractive option. “If it only provides jobs to people in distress situations, I cannot see how this sector is going to survive”. However, there is no accepted definition of what constitutes a ‘living wage’, and its calculation is further complicated by the provision of in-kind benefits, such as housing and health facilities’. (*ISEAL)

‘The welfare of workers on the tea estates remains an on-going issue. Most tea estates tend to provide in kind benefits, such as housing, food, education and medical facilities, and reports have questioned the quality of these on some tea estates (*The Ecologist 2011). The welfare issue is particularly true for temporary or seasonal workers who tend to have fewer rights and benefits than permanent workers. Many of these issues are particularly pertinent to women as they make up the majority of the tea picking workforce. However, some have noted an improvement in standards. “This is largely due to increasing support for governments to introduce and monitor standards in their countries, increased consumer intolerance for ‘unethical’ exposures of brands and commodities, the introduction of industry standards and bodies to monitor these, and a reduction in the availability of labour in certain countries.”

It is uncertain whether estates will continue to provide in-kind benefits in the future or whether they will focus solely on wages. A key uncertainty up to 2030 is how the availability of labour, the push for higher wages and better welfare standards, and the move to mechanisation will interact. It is also unclear whether tea producers (farmers and workers) will become more empowered through strengthened trade unions, greater ownership and power shifting in the value chain.’ (*Forum for the Future – The Future of TEA).

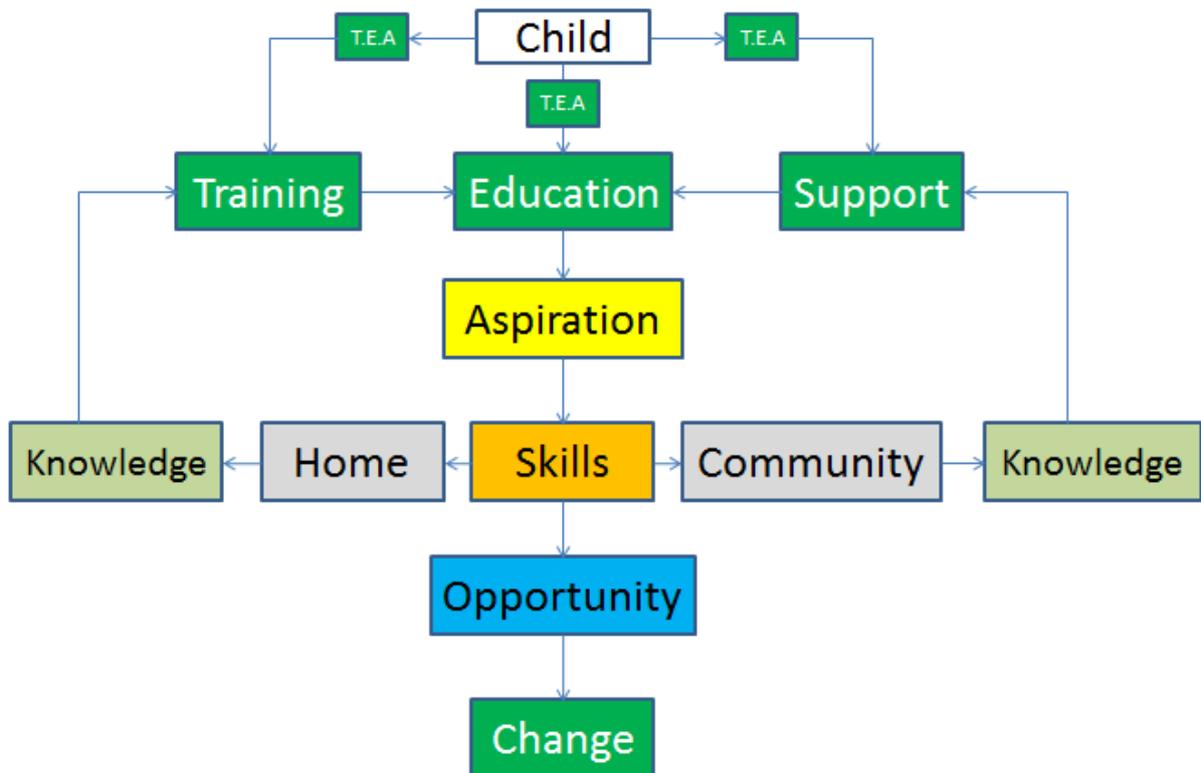
The Cycle of Poverty

Working in tea production is generally not regarded as an attractive option. “If it only provides jobs to people in distress situations, I cannot see how this sector is going to survive.”



Poor families become impoverished for at least **three generations**. This is enough time for the family to include no surviving ancestors who possess or can transmit the **intellectual, social, and cultural capital** necessary to stay out of or change their impoverished condition.

The Empowerment Journey



• Aspiration & Growth

From our practical experience on the ground, working with vulnerable children and their communities & alongside child support services/professionals, The **T.E.A Project** understands the need to build strong empowerment services in Sri Lanka. We have seen the ability of **Training, Empowerment & Awareness** to enable support for children & help them feel valued as important individuals with active rights. Developing resilience confidence and skills essential for a healthy, happy and sustainable future.



Experience

Racheal Ireton is a founding Director of The T.E.A Project. A recognised Children's Rights Trainer, Advocate, Participation Manager and Education Consultant. With over 20 years of proven front line experience; developing standards and working in collaboration with organisations and service users. Racheal is dedicated to improving life chances and promoting rights for vulnerable children and young people.



"I am a strong advocate of social justice, travelling to Mozambique as a young graduate inspired me to dedicate my life to helping others less privileged than myself".
"My dream is for The T.E.A Project to empower millions of children living in poverty"

Since arriving to Sri Lanka in 2014 TEA have provided training and support to **thousands** of children across the island.



Scenario for Change



‘While there is tea there is hope’ - Arthur Wing Pinero





Help us turn this idea into a reality:
The T.E.A Project will continue to provide free national service support to all our partners while working to establish The Centre. T.E.A needs funding & material support to make this vision a reality.

1. Secured long term land lease = £15K/ \$19.5K/ LKR 2.3M
2. Building Development = 25K/ \$32.5K/ LKR 5.8M
3. Project Costs (per annum) = £30K/ \$39K/ LKR 7M

**Year 1 – Building works and completion. Opening of free pre-school.
Year 2 – Full centre opening, staff recruitment & first year of complete support.
Year 3 – Fully developed programme of support, full TEAm of experienced centre staff, trained volunTEAR advocates & weekly outreach programmes.**



Sponsors Welcome



91%

of global consumers are likely to switch brands to one associated with a good cause.

61%

of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause.

50%

of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services.

[*nonprofithub.org](http://nonprofithub.org)

Brand Visibility

Corporate sponsors who can provide the financial or material support necessary to help enable **a room** or complete a **development stage** will see their logo on event collateral. **TEA-shirts, banners, print and web ads, Tweets, Facebook posts, press releases, invites, landing pages and email campaigns** etc. Corporate sponsors that provide the resources needed to **fully establish** The Centre will see their logo on event collateral & **shared naming rights** of 'The Centre'.



Recognition

Upon completion sponsors will be invited for a **private tour** of The Centre.

Sponsors will be **acknowledged** by **The T.E.A Project** in public speeches, board meetings and interviews with the **press**. Employee **VolunTEAr** work programmes will be available.

A **stewardship ad** can be placed in an industry trade publication to **thank the sponsor** for their **generosity** in funding The Centre.

Sponsors will receive **VIP tickets** to charitable events.

Creative Approval

The T.E.A Project understands that corporate branding is one of the most important assets for a sponsor. We will **ensure branding** is being properly represented. Sponsors will sign off on any creative efforts featuring their logo.

Communication

The T.E.A Project always delivers on a promise. Sponsors are prized partners. The T.E.A Project will **nurture** and **build** that relationship.

A **partnership** will be clearly visible and provide benefits for both parties.

Visit

www.theteaproject.org

to donate & raise awareness via these links:



A personal donation to The T.E.A Project enables us to provide essential training and workshops needed to empower the poorest children in Sri Lanka. A gift of £10 provides vital T.E.A-Training materials, £30 funds one fully staffed & equipped day of training for up to 30 children and £100 provides a full time Project Worker's salary for one month.

For more information about
The Centre Appeal or to
support our current T.E.A
programmes **contact:**



Carl Gale, CEO

Tel: +94 (0) 72 2012 515

Email: carl.gale@theteaproject.org

Alternatively please donate & support via the
following links:

Website

www.theteaproject.co.uk/donate.html

Fundraising

<https://mydonate.bt.com/fundraisers/thecentre>

The T.E.A Project

Empowering Children

Registered Charity 1163485

Visit

www.theteaproject.org



@theteap



@TEAProject1



@the_teaproject



@TheTEAProject

Time to Work Together



Thank you

Empowering Children
www.theteaproject.org