

THE 196  
FOUNDATION

2022

April 2022 | [www.the196foundation.com](http://www.the196foundation.com)

# Donor Voting 2022



Prepared For  
196 Foundation Donor Pool

The 196 Foundation  
% GivingWorks Charity no 1078770

# IT'S TIME TO VOTE!

## Dear Donors,

Firstly, a huge thank you for your support this year. It's officially 1 year since we launched The 196 Foundation and so it's time your donations are put to good use.

A little reminder of the process. It's simple. You've been kindly giving your £1.96 on a monthly basis. For every month that you've donated, you receive 1 vote. E.g. 8 monthly donations = 8 votes. If donated as a single payment for a year or 3 years then your number of votes will equal the number of months since you donated. Simple.

Every April our voting window opens for 30 days. As below we provide you with 3 options of projects that could use our help. It's up to you to vote on which option you believe should receive the support from The 196 Foundation.

For each of the projects - we've outlined details which include the cost of the project (how much money from The 196 Foundation's pot will be used), the impacts of the project, and of course all the details of why and how the project will be delivered.

At the beginning of May, when votes have been counted we will announce which project has received the most votes. If you're feeling extra helpful we may need some people to volunteer to deliver the projects. If you're up for it, just email us at [contact@the196foundation.com](mailto:contact@the196foundation.com) and one of the team will be in touch.

A huge heart-felt thank you from me and all our brilliant volunteers at The 196 Foundation.



**Nick Butter**  
Founder



[www.the196foundation.com](http://www.the196foundation.com)





# Introduction

Thanks to your donations The 196 Foundation is able to provide support to one cause per year voted for by YOU. This pack aims to share with you all the information necessary for you to place your votes with knowledge of how the project will provide aid, the costs and time involved, and of course the impacts and any ongoing operating costs the project will have. Additionally we aim to be as transparent as possible sharing with you information such as the size of the funds available within the foundation, the number of monthly donors and how the options have been selected.

Thank you again for your donations.

# Fund Availability Summary

**£15,896**

Donated

**£13,165**

Available in 2022

**4863**

Donations

**753**

Monthly Donors

As you know tiny donations of £1.96 per month equates to £23.52 per year. Still a pretty small sum of money. But with enough of you donating we can start to turn 'small change' into 'big change'.

For our first year we have an impressive 753 monthly donors. 160 donors have kindly donated the full 12 months in a lump sum. There's been 40 donors providing us with 3 years of donations in one go and we've had 4863 monthly donations. This is utterly fantastic. THANK YOU. The donations that cover April 21 to March 22 combine to provide £13,165 available for use in our 2022 project. Thanks to the donors opting for the multi year donation, we already have £2,731 in the pot for the future.

A reminder - that not a penny of your donations are used to pay staff - there's a tiny fee of <20p taken by the donation platform, and the rest goes straight into the pot.

Thank you.





# About Voting

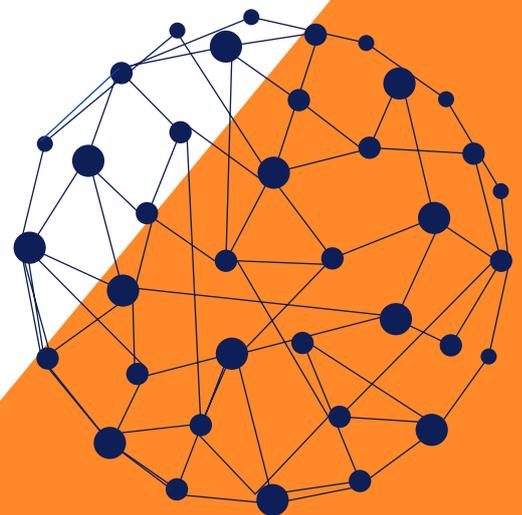
For each month you have donated you receive ONE vote. If you have donated every month for the full year, you will have 12 votes. The more times you donate the magic £1.96, the louder your voice. It's only fair.

Voting is open from April 5th and will close May 5th. You will receive emails from us updating on voting progress throughout this time. The project with the most votes will receive the foundation's support. This will be announced in early May once votes have been counted.

## How Do I Vote?

It's simple ... Click the link in your email to place your vote. If you are a donor you'll receive your email at the beginning of April. If you haven't received your donor email by mid April please do get in touch.

[contact@the196foundation.com](mailto:contact@the196foundation.com)



[www.the196foundation.com](http://www.the196foundation.com)

# Your 3 Options

The following 3 options have been selected because they fit with the aims of The 196 Foundation. When creating the concept of this charity we were keen to help every corner of the world, whilst being smart with spending, and importantly maximising the impact of each project. There are many small pockets of communities that need a leg up. These options support that ethos. Founder Nick Butter, charity Chair Nick Kershaw, and the rest of team have selected projects based on the funds available and potential benefits over the short and long term. 3 options will be presented each year with one project receiving the foundation's support. For 2022, the 3 projects for the donor vote are:

- 1, Nepali Sanitary Products [Nepal]
- 2, Mental Health Therapy [UK]
- 3, Malaria Prevention Malawi [Malawi]



# Voting Timeline



31st March

**Invitation to  
vote by email**

5th April

**Voting OPEN**

30th April

**Reminder voting  
closes in 5 days**

5th May

**Voting CLOSED**

10th May

**WINNER  
Announced!**



# Scores

## ABOUT PROJECT SCORES

We have created 3 scores, each out of 100. These demonstrate the ease, benefit, impact, and cost ratio for each project. These scores are subjective. The 196 Foundation team has generated these to give a rough idea of each of these areas. If the impact score, for example, is higher than another project that's because we believe the impact is greater. Each project is carefully researched and so this aims to provide the most simple snapshot of each option. Use these to help make your decision when voting.

### EASE / BENEFIT

If a project is easy to implement and has high benefits, the score will be high. Sometimes the project has great benefits, but takes large amounts of man hours to implement. This score gives a judgment of that.



### IMPACT SCORE

The impact of each project varies hugely. Some impact only one person, other thousands. But the impact score is designed to show the extra potentially unseen impacts behind each project.



### COST RATIO

Cost ratio is important because we aim to help as many people as possible. This score gives an indication of how the project spends money for each person that's supported through the project. Higher the score, the better the ratio.



# Nepali Sanitary Products

Option

**A**

[Nepal]

## PROJECT OVERVIEW

10% of girls in Nepal drop out of school upon reaching menstruation age. This high number is largely attributed to the taboo nature of the topic in Nepali communities meaning that girls experience shame, fear, confusion and bullying. As well as these attitudes, girls also find that there is a distinct lack of appropriate facilities in their schools for this time in their lives: they lack clean water, soap, sanitary products and the ability to dispose of these products. Each one of the challenges listed here are one more barrier, one more hurdle each girl must overcome in her journey towards graduation.

The knock-on impact of not finishing school is far-reaching: from vulnerability to human trafficking, to early marriage and limited social mobility. But there is a solution...

Project Chhori (through Childreach Nepal) invests in a simple sanitary pad making machine – operated by local mothers’ groups to generate income – and make the right products both accessible and affordable. Alongside these practical solutions is full awareness training for all students regardless of gender. Each pad chips away at the barriers faced by each girl.



## WHO WILL THIS PROJECT HELP?

The power of the project is truly seen in the reduction of school drop-outs and absenteeism. Keeping girls in school is fundamental to the goal of empowering Nepali women and adolescent girls to be independent and self-determined, with the voice to claim their own rights.

This project will support the construction of female friendly toilets in 3 schools in the Sindhupalchowk region. There will also be workshops to 150 mother groups teaching such things as the usage of the menstrual hygiene toolkit (reaching around 2000 mothers), And there will be 3 separate training programmes across Nepal educating girls on practising good menstrual hygiene and woman's reproductive rights. It is estimated that 8500 students will complete the awareness programmes with an impressive c16,000 women who will now have easily accessible sanitary pads, sold affordably in local stores thanks to this project.



## HOW MUCH DOES IT COST?

£10,000 of The 196 Foundation's current pot of £13,165. This will allow £3,165 to remain in the foundation for next years project.

## HOW WILL THE PROJECT BE DELIVERED

The project has been created by Childreach Nepal – a grassroots organisation based in Kathmandu and working across the entire Sindupalchowk region. The projects will focus on this one region where the team have existing, powerful relationships with the schools and communities. These relationships are exactly what is needed to ensure a smooth roll-out of the project and, therefore, a highly effective use of your donations. Childreach Nepal will be investing these funds diligently to ensure the longevity of the project. As the machines are income generating, the project is highly sustainable and replicable across the region.



## WHAT ARE THE EXTRA BENEFITS OF THE PROJECT?

We selected Project Chhori largely due to the innovative way in which this project can impact the entire community. The methodology is income generative and therefore will empower mothers within each village through full-time employment as they create the sanitary pads, educate on importance and usage, then sell these affordable pads in shops across each community. Furthermore, the project does not stop at supporting women and girls – it is crucial that the men and boys are educated to understand menstruation and the pad-making process through peer-to-peer learning.

# Scores

## EASE / BENEFIT

This project requires no additional personnel to deliver the benefits outlined. The benefits are not only with the individuals, but also thousands of additional women. Not to mention the ongoing life long benefits of girls not dropping out of school.

A large orange number '95' centered within a dark blue circular border.

## IMPACT SCORE

The impact of this initiative has great range and sustainability - Local Nepali people benefit through all steps of the project, the number of girls that will benefit is very high, and overall the project will have knock on benefits for the next generation of young women through the education programmes.

A large orange number '95' centered within a dark blue circular border.

## COST RATIO

It's ideal that the cost of any project is zero. But naturally costs can't be avoided. Due to the in country operation, plus the locals being directly involved this offers a superb CPP. That said, a slightly lower score is given because the hope would be to reduce this further in future.

A large orange number '80' centered within a dark blue circular border.

# Mental Health Therapy

[United Kingdom]

Option

**B**

## PROJECT OVERVIEW

In 2019 nearly 6000 people in the UK took their own life. The biggest cause of death in men under 45 is suicide - it's time to change that. These are avoidable deaths.

Thanks to the mental health and suicide prevention charity Beder, in conjunction with a leading digital psychotherapy provider Mindler we hope to bridge the gap between emergency mental health phone lines, long wait times and inaccessible therapy.

This initiative allows an introduction into therapy from the comfort of your own home. Thanks to this project, we are able to provide 125 patients with 4 FREE 25 minute therapy sessions with an accredited psychologist. Introducing people to the benefits of therapy is often half the battle, so through The 196 Foundation, Beder, and Mindler, individuals register for support for FREE.



## MORE ABOUT BEDER

Beder is a charity taking a unique approach to raising awareness around mental health and suicide prevention through a range of events and initiatives. Beder was founded by Razzak Mirjan and his family after his younger brother Beder Mirjan, sadly took his own life at the age of 18.

## WHO WILL THIS PROJECT HELP?

This project aims to help Individuals of all ages suffering with poor mental health who need someone to talk to . The funding will provide support to 125 people. (See below). It's often the case that getting started with any form of therapy is a struggle. To allow 125 people access to free therapy sessions means support is more likely to be continued and therefore their mental health improve.



## HOW MUCH DOES IT COST?

£10,000 buys 500 x 25 minute sessions with an experienced and qualified psychologist. The project is proposing to support 125 individuals offering 4 FREE 25 minute sessions per patient. That's a cost of £20 per session. Usual therapy of this kind costs at least £70. Thanks to the first of it's kind initiative between Beder and Mindler, the low cost of just £20 per session will allow more people immediate access to the initial steps into their therapy journey.

## WHAT ARE THE EXTRA BENEFITS OF THE PROJECT?

The biggest unseen benefit to this project is the long term benefits of mental health therapy. However, Mindler offer such a good platform through their app, that it makes therapy more likely to be continued once the free sessions have been utilised.

## HOW WILL THE PROJECT BE DELIVERED

The Mindler model combines digital technology with psychological expertise. They enable quick access to effective treatment when people need it the most.

Through the Beder, Mindler, and The 196 Foundation we will invite any member of the public that are struggling with their mental health to try therapy. To do this, Beder will set up a specific dedicated webpage to act as a funnel for potential patients. An easy to use form will be completed, and a psychologist will triage each care request.

Mindler offers much more than just therapy. Using their app, each patient will also have access to their personal dashboard, the ability to schedule therapy sessions, arrange video calls with psychologists, and have a wide range of iCBT tools at their finger tips. Each patient receiving 4 x 25 minute sessions which will act as the gateway into mental health care.

If selected, this project will be completed using the efforts of all three partners. The 196 Foundation, Beder, and Mindler. A perfect match. Better still, this model has the potential to be scaled to provide help to more members of the public. This project could be the start of a whole new way of accessing immediate mental health support world-wide.



# Scores

## EASE / BENEFIT

Although there is work to be done to build the webpage to invite patients to use the free therapy sessions, the model is set up and Mindlers offering is ready. As for benefits - these are huge and will last much past the individual patient.



75

## IMPACT SCORE

The impact of supporting mental health is high. It would be nice to support thousands of individuals rather than 125, but we must start somewhere. If this project is selected it could birth similar initiatives around the world.



80

## COST PER PERSON

The cost per person = £80. £20 per session for 4 session. This is more expensive than other options but takes time and expertise to deliver affective care. Higher costs are unavoidable given the nature of therapy but this initiative ensures it is as cost effective as possible.



65

# Malaria Prevention Malawi

[Malawi]

Option

**C**

## PROJECT OVERVIEW

In Malawi, malaria is highly endemic with 95% of the country's population at risk of infection. Malaria is estimated to be responsible for 34% of all outpatient visits and for 40% of hospital deaths. It is the major cause for hospital admissions in children under five years of age.

Malawi is among the top 20 countries with the highest malaria prevalence and mortality rates. In 2019 alone the country recorded over 5 million cases. Malawi's government recently announced a goal to eliminate malaria in the country by 2030.

This project aims to provide malaria prevention by distributing mosquito nets to communities throughout Malawi.



## WHO WILL IT HELP?

Morbidity among children is not evenly distributed across Malawi. In fact the prevalence of child malaria is significantly higher in rural areas, compared urban areas. It's for this reason why multiple partners can help to identify the right locations for distribution.

Ultimately this project will help the people of Malawi, all ages and genders. Malaria in children has a much higher risk of death and therefore we will aim to target younger communities.



## HOW MUCH DOES IT COST?

Using the same value as the other two options, £10,000, will buy c1500 nets. This is not just head nets, but could include bed nets, cot nets, and mesh for windows.

To deliver these nets in country The 196 Foundation's founder has offered to cover the costs of transporting the nets to the country and include the fuel and personnel to distribute them.

## HOW WILL THE PROJECT BE DELIVERED

There are vast numbers of charities operating in Malawi that offer support for various areas of need. HIV/Aids, water access and cleanliness, education and of course malaria.

The 196 Foundation intends to link up with up to 4 key partners to help understand where help is needed the most. Through the foundations research we have come to understand that charities working in different areas of need are also able to offer distribution support, guidance and knowledge. Once we have selected a number of potential partners to support and if this project is voted for, we will use these partners to help deliver to the most needy areas. The aim of course is to benefit as many individuals as possible.



## TO CONSIDER

This project, while supporting many areas of the country, and ultimately aiming to save many lives, does not use as many local networks as we would like. It's important that the sustainability of support of all projects is considered and Malawians are able to get involved. If you would like to vote for this option, we'd be keen to hear ideas on how to improve this project (and of course the other projects).

# Scores

## EASE / BENEFIT

This is a simple and effective project. Nets to children and families in Malawi will mean lives saved. The ease of delivery is average, but identifying the correct areas that need nets the most is challenging. The benefits however are high. Preventing malaria is a much cheaper method than treating it.

A large dark blue circle with a white center containing the number 60 in orange.

60

## IMPACT SCORE

The impacts on this project have the potential to be very high. £10,000 will allow c1500 nets to be distributed, however the lack of an ongoing sustainable model (e.g. setting up net making facilities in the country so locals can earn as well as save lives) means the impact could be higher. The problem however remains, nets are needed.

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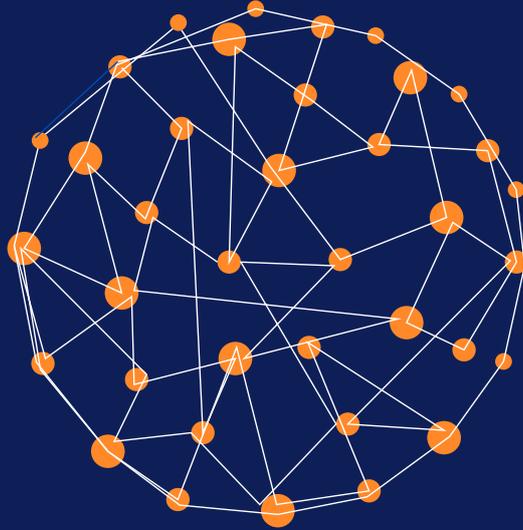
75

## COST RATIO

The cost of one net has the potential to help more than one person, and be kept in the family for use for longer. If this option is selected The 196 Foundation will endeavour to reduce the cost per net even further to allow more people to have access to a net.

A large dark blue circle with a white center containing the number 70 in orange.

70



# THE 196 FOUNDATION

**VOTE NOW**

We encourage you to discuss options with friends and family. We are always looking for more donors to join the donor pool. The more donors we have, the bigger impacts we make.

# THANK YOU