

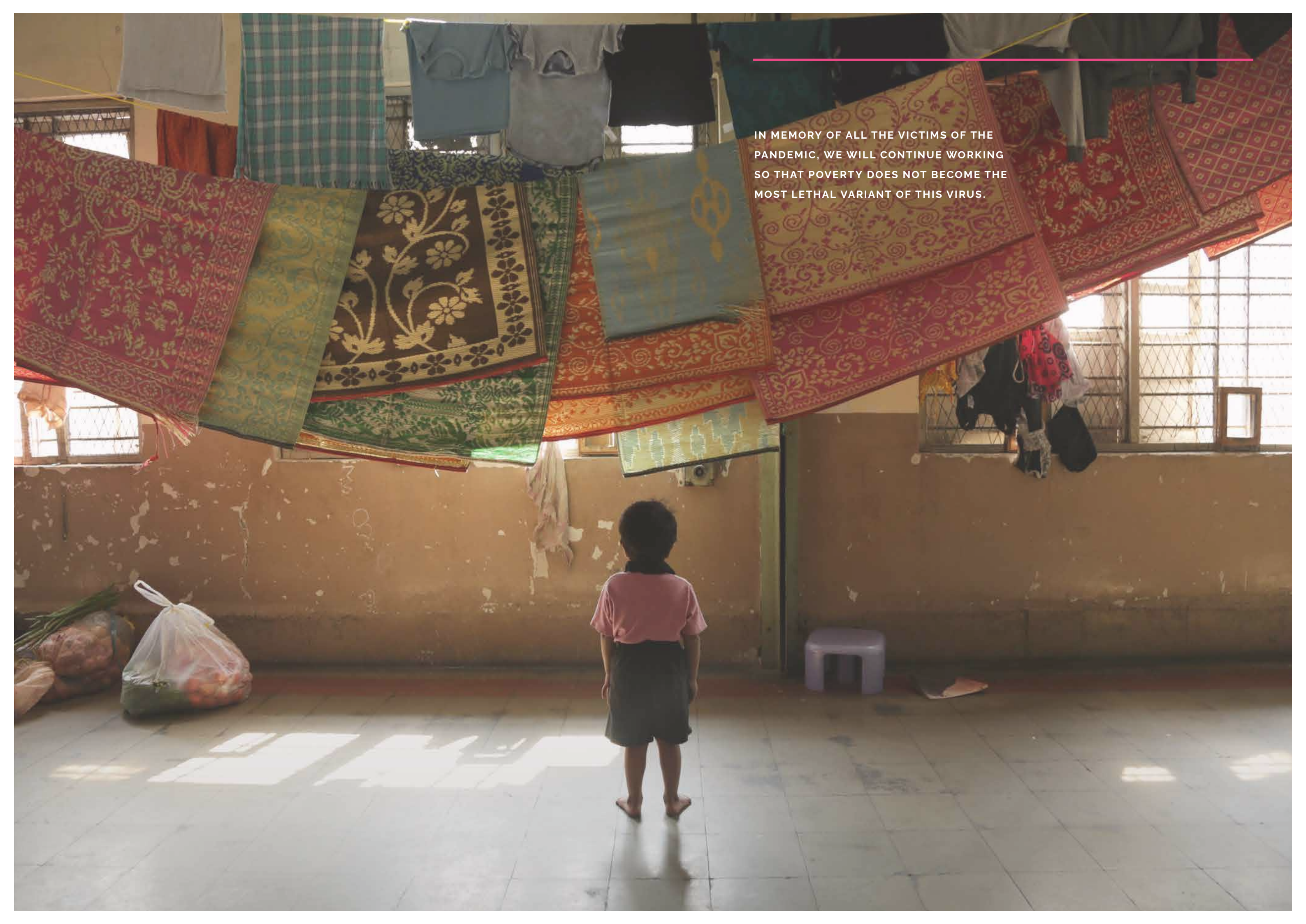
# ANNUAL REPORT 2020-21





---

IN MEMORY OF ALL THE VICTIMS OF THE  
PANDEMIC, WE WILL CONTINUE WORKING  
SO THAT POVERTY DOES NOT BECOME THE  
MOST LETHAL VARIANT OF THIS VIRUS.







---

## CONTENTS

Letter from Jaime Sanllorente .....	6	Further impact of Mumbai Smiles.....	26
What is Mumbai Smiles .....	8	Responsive action.....	26
Where do we work .....	10	Smiling Schools.....	26
Follow-up and evaluation.....	15	Media and social networks .....	27
Emergency: our answer to the pandemic.....	17	Campaigns .....	29
Areas of action.....	20	Events.....	30
Fight against human trafficking.....	22	<b>We are One.....</b>	<b>31</b>
Children from homeless families.....	24	Team .....	31
Livelihood .....	24	Volunteering.....	32
Basic needs .....	25	Memberships and donors.....	33
		<b>Strategic alliances.....</b>	<b>35</b>
		<b>Numbers and transparency .....</b>	<b>36</b>
		<b>Collaborations and gratitude.....</b>	<b>39</b>

---

## LETTER FROM JAUME SANLLORENTE

**Dear collaborator,**

Thank you for having this report of activities for the year 2020-21, which you have made possible, thanks to your constant support.

More than reminding you that the following pages summarize the main projects and activities of the year, it is tragic - due to COVID-19 - allow me a little reflection on a very hard year for everyone.

When the pandemic broke and slowly, all the countries of the world were announcing the lockdown, in India we also experienced, overnight, the strictest and absolute closure of the country and of all, its daily activities.

After the first 48 hours of disorientation and inviting all the beneficiaries and the team to stay at home (it is worth remembering that "home" for millions of inhabitants of the places where we work, is a shack without electricity or water current), yours truly, who writes to you thought that we could not remain motionless.

---

Although Mumbai Smiles was not an expert and had not carried out emergency health work until then, I believed it was our duty - due to our commitment to the thousands of beneficiaries of the organization and to you, who make this work possible, thanks to your support - we adapted to the situation and immediately put all our effort, energy and desire to learn, at the service of the most vulnerable people in the new world situation.

For this reason, from practically the first day of lockdown - lethal for the economy and the survival of so many people in the least advantaged environments of India and other places in Asia - we acquired the first PPE's and obtained the necessary permits to go out into the streets and put in practice the vocation of service that on that day forced us to carry out this work. Due to the lockdown we were endlessly working and giving out material to others.

If I went back, I would make that decision a million times, because, thanks to pandemic, more than 22,000 people on the streets of Mumbai were able to face such a harsh pandemic in a minimally dignified way.

I would also like to point out how much it has united us as a team, to all the people who make Mumbai Smiles. We all had to do everything and respond to an emergency that dictated, day by day, by the required actions, beyond fields or areas of work.

Once again, we are moved by your loyalty and support. We have felt very supported at all times and that has given us even more strength and energy to go through such a hard year.

For this, and especially on behalf of the thousands of citizens with whom we work, thank you very much, from the bottom of my heart.



**Jaume Sanllorente**  
Founder and General Director





## WHAT IS MUMBAI SMILES

### ORGANIZATION

**M**umbai Smiles is an NGO, founded in 2005 by the journalist and writer, Jaume Sanllorente, who focuses his action on the peaceful fight against poverty and for Human Rights in some of the most deprived areas of Asia such as India, Bangladesh and Nepal.

The eradication of human trafficking and transformative action through access to education, health and socioeconomic development are the main aspects of our project framework, which allow the communities that lead them to achieve sustainable changes. More than 10,000 people have already benefited from these actions, to which we add another more than 22,000, during specific emergency actions.

With the aim of addressing the **social problem of human trafficking**, right from support to its victims through prevention, rescue and rehabilitation, the Foundation acts together with the most disadvantaged communities so that they achieve a dignified, free life with future opportunities.

\* During this time of the year, the projects in Bangladesh, Nepal and other areas of India other than Mumbai had not yet begun to be executed, but they had to be identified.

### MISSION

Transform the reality of people vulnerable to human trafficking, as well as their families, to promote the empowerment of communities, thus achieving sustainable changes.

### VISION

A world free of poverty in which all people enjoy freedom, human rights and a dignified life.



### VALUES

#### Justice

Our development work is aimed at promoting fair access to opportunities and the full exercise of universal human freedom.

#### Non-discrimination

We respect human diversity in all its aspects, without distinction of origin, nationality, caste, age, political or sexual orientation, religion or gender.

#### Transparency

We manage our resources rigorously, betting on transparency and being accountable to our collaborating partners, donors, beneficiaries and society in general.

#### Coherence

Our work is based on doing what we believe and say, being faithful to the fulfillment of our mission and vision.

### ACTION PRINCIPLES

#### Commitment

Committed to our mission, we assume the responsibility of working to fulfill it.

#### Unity

We intend to join forces by promoting teamwork and collaboration with other organizations and institutions to enhance synergies and improve the performance of our work.

#### Participation

To induce a true social transformation, we promote participatory mechanisms, integrating all the agents involved in the implementation of the projects.

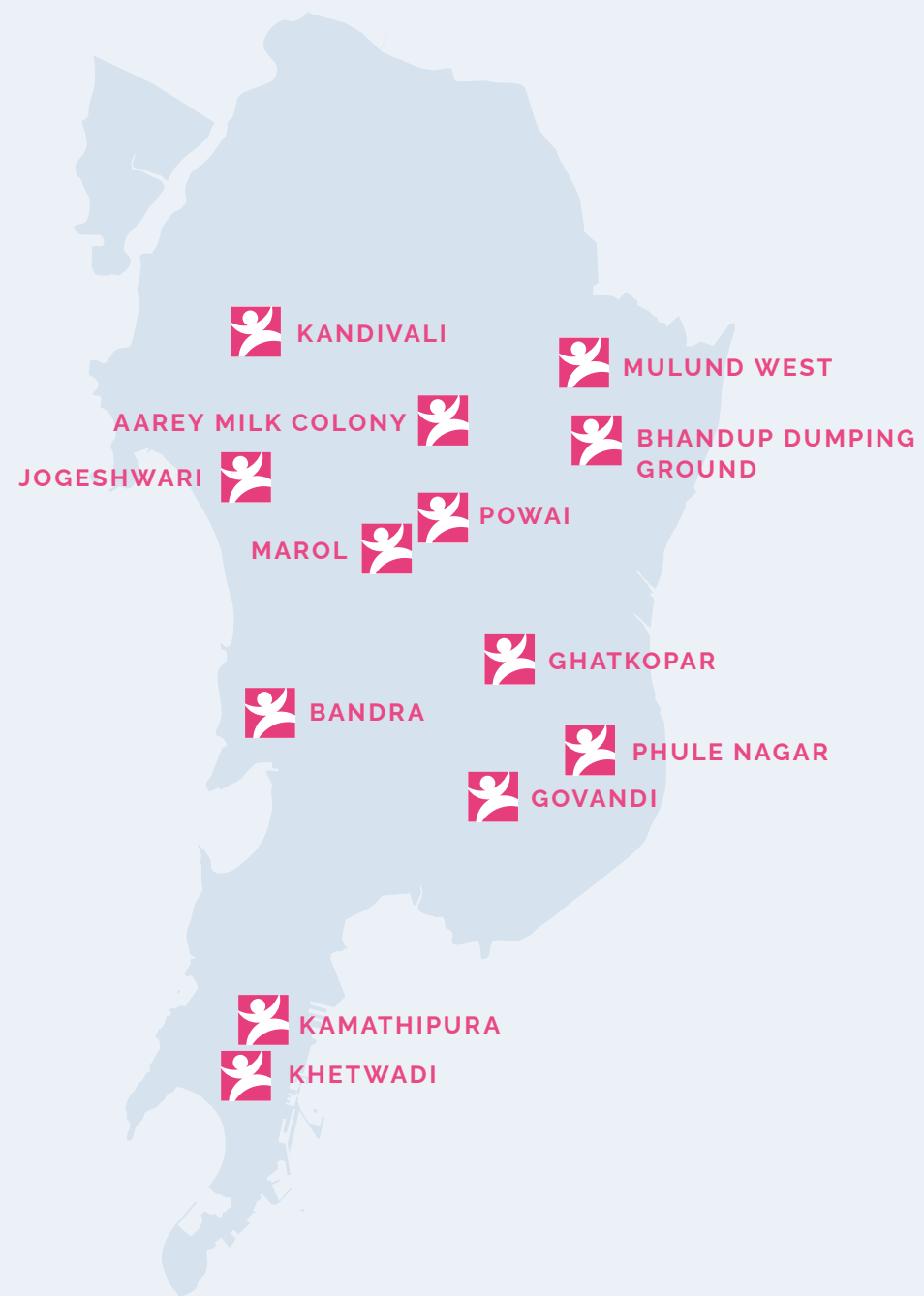
#### Enthusiasm

Motivated by the results of the work, we carry out our work with enthusiasm, passion and interest.



---

## WHERE DO WE WORK — MUMBAI



---

## WHERE DO WE WORK — INDIA, NEPAL AND BANGLADESH



## WHERE DO WE WORK

**M**umbai is a city with more than 12 million inhabitants and a metropolitan area of 600 square km, similar to the entire urban and peripheral area of Madrid.

However, Mumbai has a population density of 24,000 people per square km, one of the highest in the world, while Madrid's is just over 5,000 (for 15,800 inhabitants/square km in Barcelona). But, in addition, if we add the peripheral areas of Mumbai, we reach 21 million inhabitants (in 2016 figures), with which we are facing the fourth most populous city on the planet, and it is expected to reach almost 27.7 million in 2030.

Mumbai is the financial capital of India but it also stands out for the extreme inequality that exists in its streets and its poverty rates.

At Mumbai Smiles we work in a total of 5 specific areas of the city, located on this map. Next, we tell you a little more about them.



Situation	Key Aspects	Presense of Mumbai Smiles
<b>Aarey Milk Colony</b>	Situated in one of Mumbai's suburbs, Goregaon, it was opened in 1949 as a center to radically transform the processing and marketing of dairy products in the city. It houses tribal communities and a jungle area, in the middle of the city.	<b>Vanicha Pada:</b> 1 centre of preschool (Project for girls and boys from homeless families) <b>Prajapur Pada:</b> 1 centre of preschool (Project for girls and boys from homeless families) <b>Saibangoda:</b> 1 centre of preschool (Project for girls and boys from homeless families)
<b>Govandi</b>	It is a suburban neighborhood to the east of the city. It is densely populated, with people living in crowded and unsanitary conditions. Most belong to the most disadvantaged socioeconomic groups and are deprived of basic needs such as food and education.	<b>Sathe Nagar (Transit Camp):</b> 2 centre of preschool (Project for girls and boys from homeless families) / Collaborate with one local school (Shivajirao Shendge). <b>Chheda Nagar:</b> 2 centre of preschool (Project for girls and boys from homeless families) <b>Deonar Dumping Ground:</b> 2 centre of preschool (Project for girls and boys from homeless families)
<b>Kamathipura</b>	Kamathipura is a very old area and known as "red light area". It is located on Grant Road (East). Its name comes from the "Kamathis" (workers) of Andhra Pradesh. Since 1975 it is the oldest prostitution area in South Mumbai. Currently, the activity in the area and the quality of life of the people who develop it require significant intervention from NGOs and the Government, with the aim of improving the lives of sexually exploited women.	1 centre of fulltime preschool (Project for fight against human trafficking)
<b>Khetwadi</b>	Khetwadi, originally living on agriculture and plantations and now urbanized in a succession of narrow streets, are home to a large number of migrant workers and people from nearby villages. Many of them are victims of human trafficking.	1 preschool centre in Khetwadi / in collaboration with one local school (Wilson High School). (Project for fight against human trafficking)
<b>Ghatkopar</b>	This is a suburb of eastern Mumbai, which in recent years is becoming a focus of prostitution and sexual exploitation, along with Kamathipura and other neighborhoods.	1 preschool centre (Project for fight against human trafficking)



## SMILING BUS

In addition to these intervention areas, the **Smiling Bus** project has covered, during the second half of the year, one of the areas where a significant number of children and minors living on the street reside, which is the **Bhandup Dumping Ground** area, a landfill similar to the one in Deonar, an area where we have several preschools.

The other areas that the Smiling Bus used to cover were not served during this period because the lockdown and the lack of economic alternatives led its inhabitants to emigrate to their places of origin, or to other areas of the city beyond our reach.



## EMERGENCY

Additionally, during the emergency, distributions of food and basic products attended almost all the areas that we usually cover (Govandi, Aarey Milk Colony, Bandhup, Ghatkopar, Kamathipura, Khetwadi, Powai, Marol, and Phule Nagar). In addition, we served four other middle and upper class residential areas, where there is usually no need for us to intervene, but where dozens of homeless families remain in a situation of poverty and who during the lockdown lacked the resources to be able to buy food and basic products.

**Kandivali** is a residential area in the north of the city, inhabited by upper-class families.

**Jogeshwari** is a slum in western Mumbai known for the caves of the same name, which represent a major tourist destination.

**Bandra** is a residential area with an active leisure life throughout the day.

**Mulund West** is a slum located on the outskirts, northeast of Mumbai.

During the period covered by this report, we began to identify projects to address the fight against human trafficking with a preventive approach in **Bangladesh; Nepal; Kolkata and Goa**. In the case of Nepal, we were able to start implementing the project in this same period.



## FOLLOWUP AND EVALUATION

The objective of these activities is to analyse the interventions that we implement and measure their impact, that is, to monitor if they are working and are allowing us to obtain the planned objectives. With this analysis we can effectively guide the activities to be carried out in the future, and it is also a fundamental part of the accountability mechanism towards donors, funding agencies and stakeholders.

### THE MONITORING AND EVALUATION OBJECTIVES ARE:

- Examine the impact of the projects on the beneficiaries, in terms of changes in education, health, status, income, employment or empowerment of women and children (especially victims of human trafficking and homeless children).
- Follow up and periodically evaluate the progress of the planned activities.
- Assess overall collection of results and progress towards goals and impact.

### HOW WE MEASURE IMPACT:

Monitoring and evaluation require a means of evaluating the changes or results produced as a result of an intervention. This means that the indicators must be directly related to the goals, objectives and activities established in the intervention planning documents.

### KEY ISSUES IN INDICATOR

#### DEVELOPMENT:

Measuring the impact of our projects with victims of trafficking and minors living on the street represents certain difficulties. In particular, the results at the psychological and socioeconomic level, since they involve complex processes. However, it is possible to develop qualitative indicators associated with a complex concept. For example, a proxy indicator of a person's empowerment might be the freedom to leave a brothel, the right to citizenship, or the right to identity.

### MONITORING AND EVALUATION IN THE CONTEXT OF THE PANDEMIC:

This year the organization has encountered the additional challenge of having to deal with an emergency situation caused by the pandemic, and combine the response to it with the correct monitoring of the actions implemented.

Unlike the projects usually implemented by the organization, proposed as long-term actions whose implementation covers the entire fiscal year, in this case there are more specific actions, and faster in time, which implies greater agility to collect the indicators for the period.

Fundamentally, we have worked with quantitative indicators, related to the number of packages distributed and the number of beneficiary families. The home visits and calls that have been made during this period to check the status and needs of the beneficiary families have also made it possible to obtain more qualitative information on how they were coping with the situation and what their main needs were.



## METHODOLOGY:

### Periodic reports

Based on the planned planning for the project and the activities, monthly qualitative and statistical data collection formats are designed based on the implementation activities. In this way, we collect the data of each activity and monitor the progress monthly.

Likewise, in the middle of the fiscal year, sessions are held with the teams to prepare evaluation reports on the progress of the projects up to that moment (Mid-term reports). The same process is carried out at the end of the fiscal year, as part of the process of preparing the annual reports.

### Monitoring at the community level

The committee of beneficiaries is made up by the volunteers of the different projects, in association with different partners and collaborators. The committees meet at least twice a year, and ensure the satisfaction of the beneficiaries and obtain their feedback on the quality of the services provided and their suggestions for improvement.



### Follow-up visits

Follow-up visits help you understand the work being done on the project and closely inspect activities. These visits also help to elaborate corrective mechanisms in those cases in which the activities are not leading to the expected results during the implementation of the project. Follow-up visits are carried out both by the personnel in charge of the project and by the person responsible for Monitoring and Evaluation, and follow-up visits may also be carried out by the Foundation's management personnel.



## EMERGENCY: OUR ANSWER TO THE PANDEMIC

The COVID-19 pandemic and the lockdown throughout India had forced us to plan emergency response actions during the first half of the year. Thus, at first we bet on information and publicizing the disease with visits while possible, and explaining the importance of washing hands or wearing a mask and distributing basic hygiene materials such as masks and information brochures. In a second phase, the informative work continued by telephone.

This first phase also had the objective of knowing the needs of the families to prevent them from fleeing from the city in the dangerous and endless exoduses that occurred when the first lockdown was decreed. Thousands of people who live on daily wages were left with nothing, since they could not go out to look for work and lost their homes. In many cases they did not even have a home to go back to their own place. To go back to native places was the only option to find support networks. We were facing the situation, in which hunger seemed to win the game over disease, we began distributing packages with food and medical supplies to the beneficiaries, we also provided lunches to the homeless, thus expanding our radius of action.

We kept a special follow-up of the beneficiaries of our projects and their families to ensure their health and well-being. The visits and follow-up calls also allowed us to accompany them, learn about their situation and detect if there was any additional need for support, which has made it possible to identify and address cases of child abuse and sexist violence.

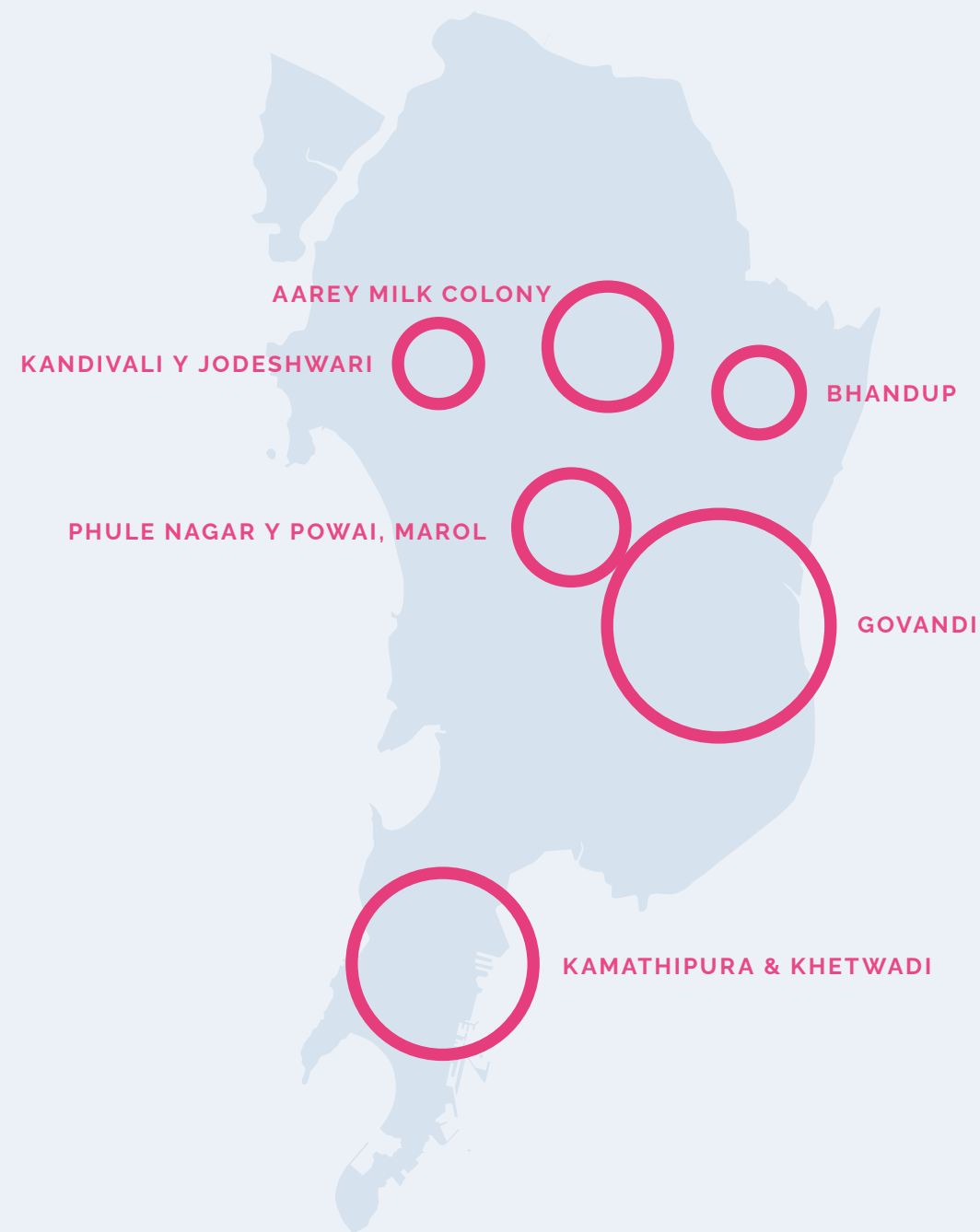
We also converted two kindergartens in Chheda Nagar and Sathe Nagar (Mumbai neighborhoods) into hostels. In both, we sheltered for a few weeks eight migrant workers who had been evicted from the shacks in which they lived for not being able to pay the rent, until another alternative was found.

During the second semester, it was possible to partially resume the planned planning, although prioritizing remote actions whenever possible. For this reason, we provide the beneficiaries who have requested it with mobile phones with an Internet connection so that they can participate in educational activities or even health monitoring.

During this emergency, we were distributing food, water, and basic necessities in almost all areas of Mumbai that we regularly cover (Govandi, Aaery Milk Colony, Bandhup, Gathkopar, Kamathipura, Khetwadi, Powai, Marol, and Phule Nagar). We also attended to four other middle and upper class residential areas, where we do not usually intervene, but where dozens of homeless families remain and who during lockdown, lacked the resources to purchase food and basic products. These four zones are: **Kandivali, Jogeshwari, Bandra and Mulund West.**

The great need identified made us aware that we should support families to obtain the Ration Card (a document issued by the authorities that entitles them to receive food aid). Despite meeting the requirements for it, in many cases they do not have it either due to ignorance of the laws, or because they do not have certain identity documents. As a consequence, during the second half of the year we incorporated this objective into our projects.

## SUMMARY OF EMERGENCY ACTIONS IN MUMBAI



### HIGHLIGHTS

#### Aarey Milk Colony

- 4,080 people served
- 2,675 kg of rice
- 1,360 Kg of dal
- 1,360 liters of oil
- 840 masks
- 692 soaps
- 89 L of sanitary gel
- 1,026 packets of cookies
- 725 Kg of wheat flour

#### Kandivali and Jodeshwari

- 984 people served
- 820 kg of rice
- 328 Kg of dal
- 328 L of oil

#### Bandhup

- 2,556 people served
- 1,920 kg of rice
- 402 Kg of dal
- 252 L of oil
- 84 soaps
- 810 packets of cookies
- 210 Kg of wheat flour

#### Govandi: Chheda Nagar, Transit Camp, Deonar, Mandala, Baiganwadi and families or individuals

- 10,500 people served
- 7,375 kg of rice
- 3,500 Kg of dal
- 3,500 liters of oil
- 1,400 masks
- 1,866 soaps
- 199 L of sanitary gel
- 2,404 packets of cookies
- 1,375 Kg of wheat flour

#### Kamathipura and Khetwadi

- 2,736 people served
- 2,805 kg of rice
- 1,368 Kg of dal
- 1,368 L of oil
- 430 masks
- 863 soaps
- 76 L of sanitary gel
- 1,094 packets of cookies
- 615 Kg of wheat flour

#### Phule Nagar and Powai, Marol

- 2,736 people served
- 2,805 kg of rice
- 1,368 Kg of dal
- 1,368 L of oil
- 430 masks
- 863 soaps
- 76 L of sanitary gel
- 1,094 packets of cookies
- 615 Kg of wheat flour

#### Smiling Bus

- 1,570 masks distributed
- 1,000 brochures
- 600 families received information

#### Preschool centers as information points

- 2,700 advice to families
- 1,080 home visits
- 4,500 COVID-19 information brochures distributed to the beneficiaries of 12 kindergartens.

### TOTAL COUNT

**22,878**

people supported.

**5,270**

food packages and hygiene products distributed.

**5,400**

individual menus prepared and delivered.

**3,841€**

Financial support for 332 teachers and assistants: (€3,841)

- Top-ups to beneficiary mobile phones: €322
- Mobile phone recharges for teachers and assistants: €711
- Follow-up calls in the Preschool and Education project: 14,697.
- Follow-up calls in the trafficking victims project: 578.
- 2 kindergartens converted into hostels for 8 people.





# AREAS OF ACTION

## FIGHT AGAINST HUMAN TRAFFICKING

At Mumbai Smiles we fight comprehensively to combat human trafficking for sexual exploitation. We address the problem starting with prevention among the most vulnerable people, through awareness and education, and we also work to rescue and rehabilitate survivors, helping them improve their living conditions and expectations, as well as those of their children and daughters. The pandemic has undoubtedly aggravated the conditions of this group.

### MENTAL HEALTH

This project has continued to offer psychological support and art therapy sessions to sexually exploited victims of human trafficking, as well as their sons and daughters. Likewise, those women who required more specialized treatment have continued to be referred to the health system.

During the months of lockdown, this monitoring was done by telephone, paying special attention to the general situation, not just health, of each survivor.

- 87 victims participated in mental health awareness sessions.
- 25 beneficiaries took part in art therapy sessions.

### PREVENTION IN RURAL AREAS

#### India

This project has worked in rural villages in the district of Thane, in the state of Maharashtra, raising awareness among the population about the risks posed by human trafficking networks in order to prevent them from falling into them. During lockdown, it was not possible to carry out any activity of this project, which was resumed during the second half of the year.

- 696 inhabitants of rural villages receive information and awareness messages against the dangers of trafficking.
- 6 awareness sessions and content distribution against human trafficking.

#### Nepal

With the support of the local NGO Chhori, we have provided residential training services in the Nuwakot area to vulnerable girls at high risk of being victims of human trafficking (project started in January 2021).

- 10 girls sheltered in the training centre receive awareness sessions on the risks of human trafficking and vocational training (data as of March 31, 2021).

### RESCUE

During this year, we began the implementation of a team specialized in the identification and rescue of victims of human trafficking. Assuming that the start-up of a team with these characteristics requires time to establish a network of contacts and synergies, the process was slowed down even more by the pandemic. However, the efforts were fruitful and allowed us to lay a solid foundation for the coming years.

- 24 working meetings with local authorities involved in the fight against human trafficking (police teams, NGOs, etc.).
- 2 cases of human trafficking were managed.

### UDAAN SHELTER HOUSE

We have set up a shelter house for women survivors of human trafficking, where they can find a safe space to rebuild their lives and forge the future they deserve. At home their basic needs are covered; they are helped to repair their wounds and to acquire skills, through workshops and therapies, which, in the future, will allow them to develop economic resources to support themselves.

- 3 sheltered trafficking survivors.





## CHILDREN FROM HOMELESS FAMILIES

It is estimated that more than 37,000 boys and girls live on the streets of Mumbai, in extremely vulnerable and precarious conditions, exposed to abuse of all kinds, forced to beg or work to survive. From Mumbai Smiles we work so that they can access education, health and practice their rights.

### SMILING BUS

This mobile unit aims to regularly visit different areas of Mumbai where children from homeless families live and provide them with basic services. However, in the context of the pandemic, the bus has reoriented its actions to disseminate information and raise awareness about the virus and ways to prevent it.

- 10,000 leaflets distributed in Hindi and Marathi on the virus and its prevention
- 1,570 cloth masks distributed among 390 families.
- 16 informative banners located in strategic places in the communities.



## LIVELIHOOD

### SUSTAINABLE PRESCHOOLS

This project started in the Fiscal Year 2018-2019, with the aim to redirect 10 preschools towards a more sustainable model. To achieve this goal, their teachers and assistants received support and training to acquire abilities and skills to run the preschools independently and allowing them to get benefits from their activity. One year later, 9 more preschools joined the program.

As per the initial plan, each school should undergo a 3-year process before working independently. Mumbai Smiles would provide training to the teachers and assistants throughout the whole 3-years. In addition, during the 1st year, Mumbai Smiles would cover the nutrition and the rent, and during the 2nd year, only the rental.

During Fiscal Year 2020-2021, during the lockdown, all these centres had to remain closed until November 2021. During all these months, teachers carried out a regular curricular follow up with families to ensure that kids get some education through videos made by the teachers, voice messages, phone calls, etc.

It was also needed to provide them with economic support to allow them to cover their basic needs, since the regular income they obtained from the preschool fees paid by families was interrupted during those months.

- Total preschools: 16 (out of 19) – 84%
- Total teachers: 29 (out of 38) – 76%
- Total children: 249 (out of 380) – 66%.

## BASIC NEEDS

We seek to support our beneficiary communities to improve their socioeconomic conditions, their educational resources and their access to health.

### PRE-SCHOOL EDUCATION

The 12 pre-school centres that we promoted in the neighbourhoods of Govandi, Aarey Colony, Kamathipura and Ghatkopar have had to remain closed since the beginning of the pandemic. Even so, its 270 students have received constant remote support and monitoring from their teachers, who have sent them work materials, as well as audio and video files, so that they could learn from home. In order to make it possible for them to access these materials, we have provided mobile phones with an Internet connection to those who needed them. Likewise, food packages have been sent to their families to ensure adequate levels of nutrition. On the other hand, the nursery school buildings have been spaces from which information on COVID-19 has been distributed to the communities, as well as centres from which to distribute food, medical supplies, etc. and in a couple of cases shelters for a few weeks.

- 270 students
- 14 food distributions
- 13,572 follow-up calls

### ACCESS TO SCHOOL

The project has given pedagogical, economic and material support to 58 students (compulsory education from 6 to 14 years old) from the Govandi and Kamathipura areas so that they can enrol in one of the schools collaborating with the project, Wilson High School or Shivajirao Shedge. Both schools have offered classes in the distance mode due to the COVID regulations.

- 58 students receive economic, material and pedagogical support.
- 336 Life Skills Empowerment sessions (sessions to develop skills and self-knowledge and self-confidence) implemented in distance mode.

### COMMUNITY SUPPORT

This project has encompassed a series of actions and initiatives to support our beneficiary communities in various areas. Some activities have focused on raising awareness about the risks of COVID-19 and its contagion, and others on mitigating unwanted effects of lockdown, such as the increase in male violence and child abuse. It has also sought to raise awareness in various communities about the importance of recycling plastics. In the second half of the year, and as a consequence of the emergency actions, we saw the need to accompany families in obtaining the Ration Cards (an official document that entitles them to receive food aid) and the identity card (Aadhar Card), necessary to get the previous one.

- 20 awareness sessions on gender equality and male violence, with the presence of 333 people.
- 4,500 people receive information about COVID-19 and how to prevent it.
- 480.85 Kg of plastic have been collected for recycling.

### HEALTH ON WHEELS

Through this project, medical check-ups have been carried out in the communities we serve, in order to diagnose and treat possible minor illnesses and refer those that are more serious or that require more specialized treatment to hospital centres. Likewise, the project team has been constantly on the lookout for providing information about the pandemic and raising awareness about good preventive practices.

- 15 organized medical conferences.
- 488 beneficiaries served.
- 19 cases referred for specialized treatment.

## FURTHER IMPACT OF MUMBAI SMILES

### RESPONSIVE ACTION

Every year, thousands of people visit India as tourists and some of them decide to spend some time during their trip to see our projects in Bombay first-hand. Our team opens doors for them so that they can see with their own eyes our joint work with the communities. This is a great opportunity to show how we work in the field, and what our challenges and main achievements are, and also to show the reality of the people with whom we work side by side: the most disadvantaged communities in Mumbai.



Unfortunately, during the 2020-2021 financial years, due to the global pandemic situation and with the intention of promoting the care of all people, we were unable to receive visitors in our Mumbai project.

All the people who come to learn about the work we carry out are very important to us, both partners and collaborators because they can see first-hand the projects with which they collaborate periodically, as well as all those people who are interested in learning about the field operation of an NGO. All of them help us promote and spread our project more and they become our ambassadors and help us get more support.

### SMILING SCHOOLS

For the fourth consecutive year, we offered Spanish schools the possibility of implementing awareness-raising activities as well as exchanges with Indian students, through letters and a video call at the end of the year, which has allowed them to get to know each other and share experiences. But during the 2020-2021 academic years, due to the restrictions established for educational centres in Spain, it was not possible to implement this project normally, with the sole exception of the Rossend Montané public school in Sant Pere Molanta, Barcelona.



## MEDIA AND SOCIAL NETWORKS

In these months our communication efforts have been very focused on explaining how the pandemic was affecting India, more specifically the communities with which we work and the response promoted by Mumbai Smiles with its Emergency campaign. For this reason, we highlight the connections made with the main national media, such as TVE, Onda Cero or TV3, among others. As well as the in-depth articles published in ABC, La Vanguardia or El País. And especially the videos made to inform our audience by Jaume Sanllorente, General Director of Mumbai Smiles, from the Indian city. We have made an authentic audio-visual effort to offer quality information and we believe that we have fulfilled our objective.

The in-depth interviews conducted with our founder and General Director, in the media and social networks, have once again been key in achieving this goal, and in explaining the specific situation of the projects in order to consolidate and expand support. We have also managed to echo some of the most outstanding events of the year in the media, such as the 7,000km x Bombay sports action or the #GiveSmiles Christmas campaign.

Both audio-visual production and social networks have been key resources to keep our associative base informed and active, especially volunteers. They have also been a great channel to show the interest and care between India and Spain, in both directions, putting people at the centre more than ever. Lockdown has been an opportunity to offer close and quality journalism in which we have positioned ourselves as a source of information. We highlight the opportunity that live broadcasts have represented on social networks. We have been invited to participate in several IG Lives that have allowed us to offer information, expand our fan base and feel close to them.

All this communicative effort has been reflected in the activity on social networks, with an increase in followers and active participants, as well as in the people we have reached through the media.

**16,427**

Facebook

**3,982**

Twitter

**6,414**

Instagram

**678**

Youtube

**1,332**

Linkedin

**61**

Hits in the media

**16**

Informative videos from Mumbai

**>7MM**

Audience: we have reached more than 7,000,000 people

**140,672**

Page views on the internet





**Entre dos monstruos invisibles**  
 Los padres de Mahak y Bhagyashree, dos niñas de un asentamiento informal en Bombay, trabajan a duras penas. Viven al día. Con el confinamiento, no tienen ingresos. Les acechan el hambre y la covid-19



## CAMPAIGNS

In the period reflected in this activity report, at Mumbai Smiles we have had to face one of the worst situations that has been experienced in India and throughout the world, such as the COVID-19 pandemic. Since the beginning of the first wave and the general lockdown in Mumbai, it was necessary to mobilize resources and raise awareness of the situation throughout society. For this reason, we launched an Emergency campaign, in which we managed to raise 30,171 euros, to allocate to the actions that we carried out during the first half of the year. The situation in Spain at that time was even more complicated than that of India, but even so, the response from society, from companies, individuals and, of course, from our donors and collaborating partners was extraordinary.

The last quarter of 2020 was the time to convey a message of encouragement, to try to recover smiles but also to continue supporting those who were fighting against covid. It was then that we looked for the kind gesture in the look of a girl, and the empathy of being part of a whole. In the "Give smiles" campaign, we invited you to buy a solidarity mask, made in Bombay, to be the symbol that unites us with a distant reality but so close to the problem we continue to experience. This campaign could be seen in the marquees of Madrid and Barcelona during the month of November, and thanks to the collaboration of various points of sale in these two cities, together with Ávila, Ripoll or Palma de Mallorca, the solidarity masks gave more than a smile to the most disadvantaged people in India.



## SOLIDARITY EVENTS

Solidarity events help us raise funds for our projects, but they are also an essential channel for more people to learn about our work. Many people come to Mumbai Smiles with a clear idea of what they want to do and organize different activities to support our work. In other cases, it is from the same organization from which we promote different actions, which remind us that all of us can do a lot to build a fairer world from those places and everyday actions that make up our day to day. They are gestures of solidarity that make a difference.

In the period covered by this report, the challenge was clear: overcome the impossibility of face-to-face meetings and the monitoring of social restrictions as a result of the COVID-19 pandemic.

Well, we can affirm that the will of all the people who make up the universe of Mumbai Smiles has made it possible to save this complication and during these months there had been no lack of solidarity events in favor of our mission.



Once again, social networks and videoconferencing platforms have allowed us to organize a wide range of events. On the one hand, yoga, which has been one of the star activities of the season, always so linked to our origin and the culture of the communities with which we work. We have offered online sessions, among which we highlight the 5th edition of Yoga with Mumbai Smiles by Verónica Blume. Magic, dance, or mindfulness have not been on the back foot in the online proposals of essential activities in these months of lockdown and restrictions.

We have also been the cause chosen by the SUMA event that brings together one of the most important women's communities of the moment. On such an important date as Sant Jordi and Book Day, we celebrate it virtually with an IG LIVE from our General Director and founder, Jaume Sanllorente. And we launched the online sports action 7000kmXBombay, which was very well received, to raise funds for our Emergency campaign aimed at alleviating the famine generated in India as a result of the pandemic.

But slowly we were able to recover presence and organize Yoga events in Palma de Mallorca, Guardamar del Segura or Cambrils, as well as participate in a literary session in Madrid or the painting exhibitions of our collaborator Montserrat Soler.

**We want to take advantage of these pages to thank once again all the people who have promoted or participated in one of these solidarity events for their commitment and involvement. Thanks!**

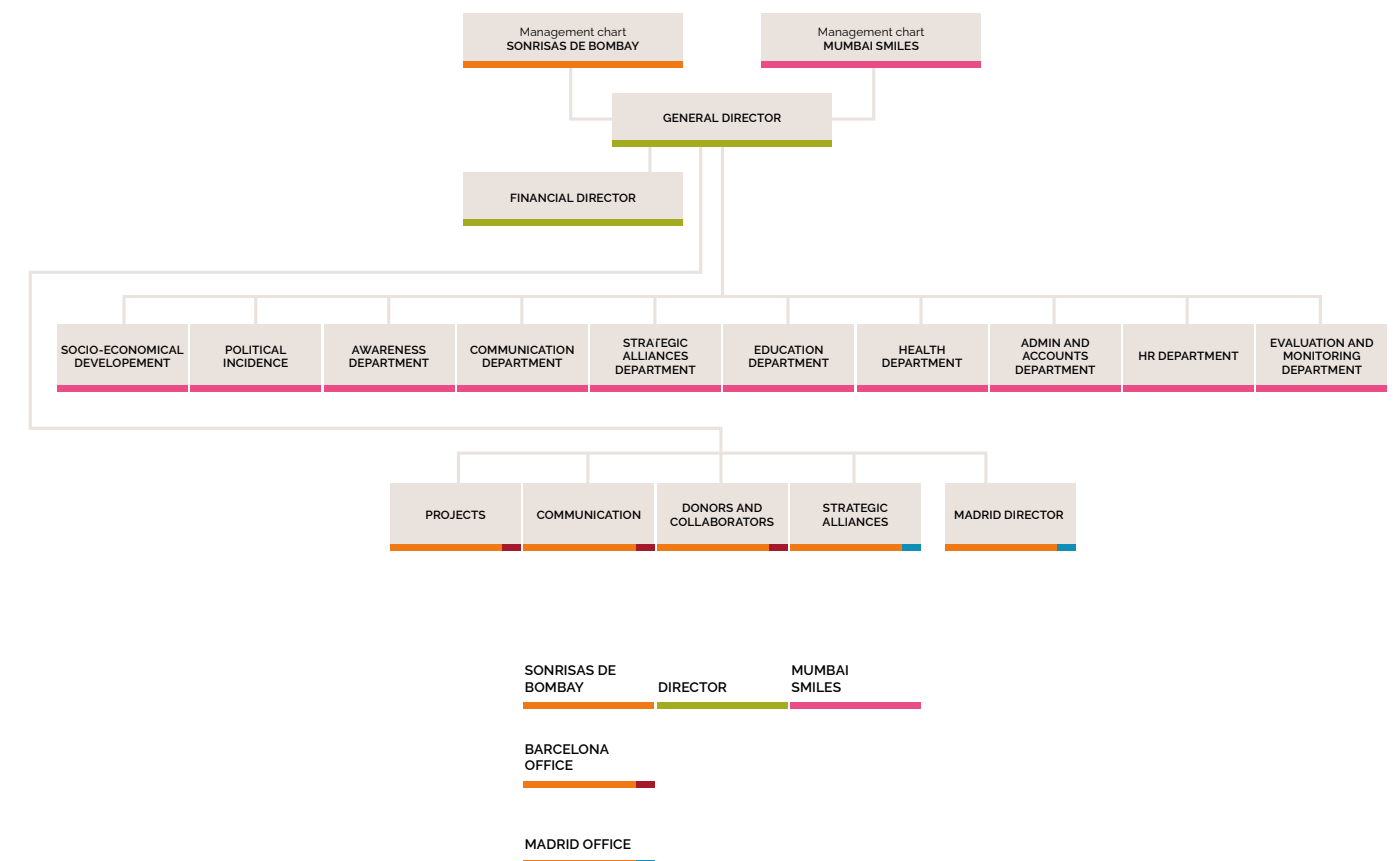


## WE ARE ONE

### TEAM

This project, which was born as a personal initiative, is now an action project against poverty shared by a hundred volunteers, a professional team of 55 people and more than 2,700 partners, who are from different places, form Mumbai Smiles. As a sign of this growth, in this period we celebrate the opening of a new office in Madrid. The Board of Trustees of the Mumbai Smiles organization in this period is made up of:

- Felicidad Barragán Candalia (President)
- Jaume Sanllorente Barragán (Secretary)
- Javier Alejandro Díaz Oliviero (Vocal)
- Jordi Martínez Grau (Vocal)
- Belén Domínguez López (Vocal)
- Montserrat Pérez López (Vocal)
- Sandra Balcells Cubells (Vocal)
- Jaume Barroso López (Vocal) Since January 2019.





## VOLUNTEERING

The period covered by this report has been difficult in every way, and also with regard to volunteering with Bombay Smiles. It has been a period in which we have not been able to carry out activities or face-to-face events that involve contact between many people: we have prioritized protecting both the volunteers who offer us their support at the events, and all the people who attend them.

But volunteering has continued to be a fundamental piece within Mumbai Smiles because despite the situation we have been able to count on a wonderful team of people who have helped us so much with administrative tasks online; in the development of materials for the dissemination of both our projects through videos; as well as graphic materials to communicate our online events. We have also counted on volunteers to send messages of support and awareness through our communication platforms and social networks. We have a team of 60 volunteers throughout Spain who, although many of them this year have not been able to participate actively and in person due to the pandemic, will do so again in the near future.

We want to give a big THANK YOU to this great human team that is part of Mumbai Smiles for giving us so much support during this year and for the great commitment to the work we carry out. And of course we want to tell them that we count on ALL of them to continue advancing in our joint fight against poverty and human trafficking in Asia.

The **Groups of Friends of Mumbai Smiles (GAS)** of Galicia, Ávila, Bilbao and Tarragona this year have not been able to carry out face-to-face activities in their cities, but they have continued to support us by disseminating online events, with the sale of Christmas products or the solidarity lottery sale.

Due to the opening of the office in Madrid, GAS de Madrid has become part of said office.



## MEMBERSHIPS AND DONORS

**T**he 2020-21 period has been a real challenge for Mumbai Smiles, full of uncertainty and challenges, which has led us to work on health emergency tasks due to the first wave of the COVID-19 pandemic in India, however; thanks to the support of our memberships we have been able to successfully overcome.

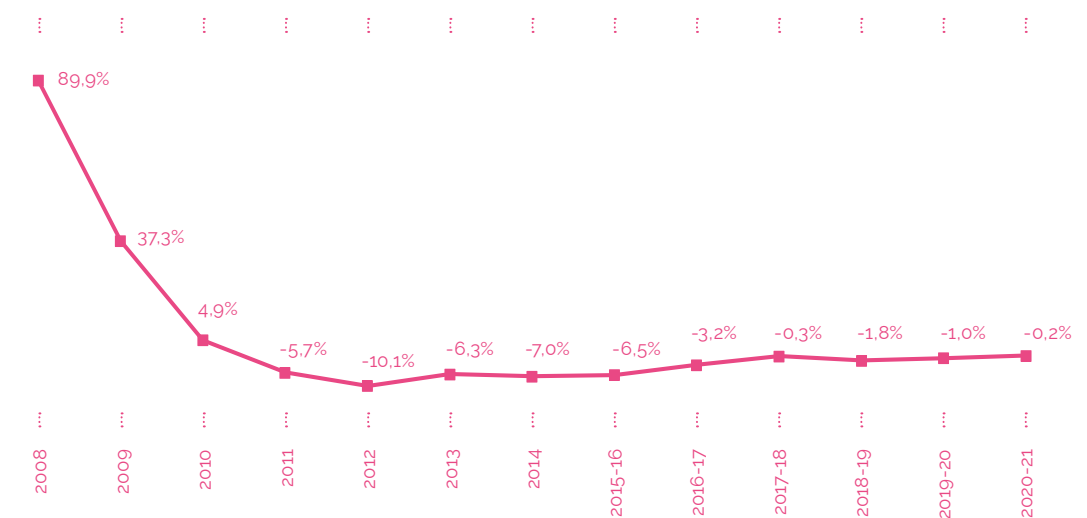
We have closed this period with a total of 2,775 members, only 0.2% less than the previous period, and taking into account the complicated situation we have been through worldwide, we can only thank the enormous generosity and loyalty of the people who have supported us. As it can be seen in the graph, we are managing to stop the loss of collaborations that began after the economic crisis of 2008. This year we can also highlight a 23% increase in one of our donors, compared to the previous year, who have collaborated with the Foundation in the actions of the health emergency.

The contributions made by our memberships during the 2020-21 period have been mainly used for emergency actions due to the COVID-19 pandemic required by the current reality and the needs of the communities with which we work daily.

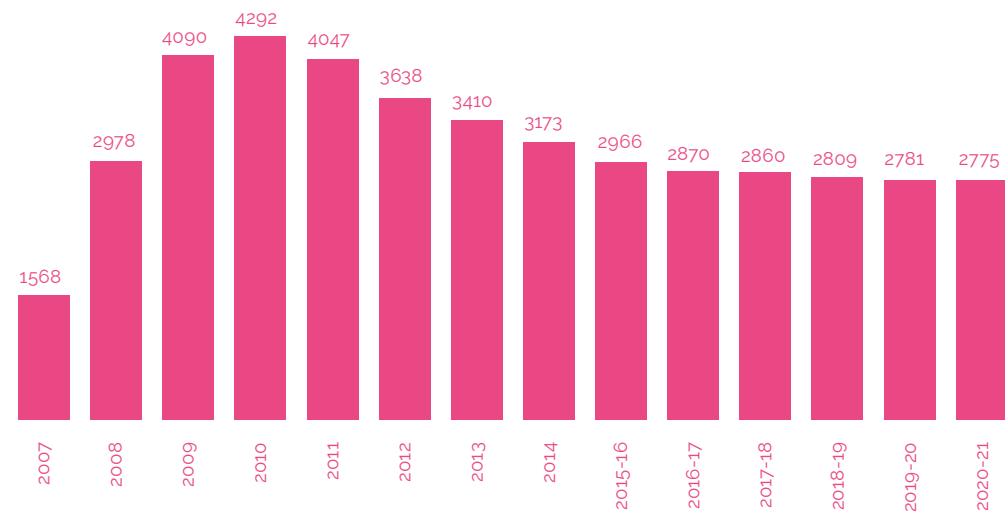
The collaboration of our memberships is essential to be able to continue carrying out our daily fight against poverty and for the Human Rights of the most disadvantaged communities with which we work.

**Thank you all for your great collaboration and commitment to the projects that we promote and that benefit thousands of people, without you it would not be possible to achieve it.**

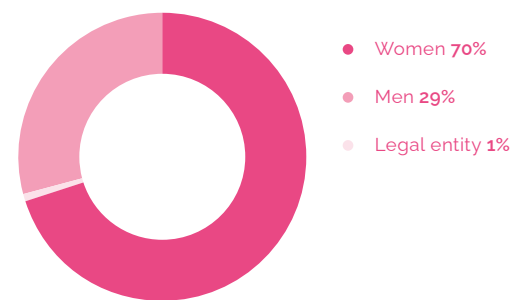
### ANNUAL MEMBERSHIP INCREASE



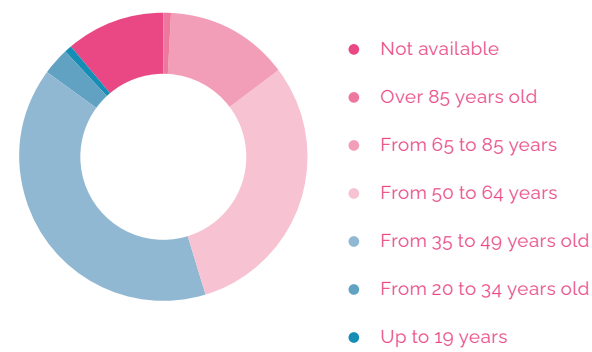
## MEMBERSHIP EVOLUTION



## PROFILE



## AGE RANGE



## TERRITORIAL DISTRIBUTION



## STRATEGIC ALLIANCES

Despite the complexity of this period, our main collaborating companies continued to demonstrate their commitment and vision of long term with their support towards Mumbai Smiles.

Again we have the very important input from Bergner, GCR Group, the Surya restaurants, DKV Seguros, InterPur Chemicals, Yogaye, Gyemo, Masala 73, ChrysolReal Estate, Mapfre or Enviroo.

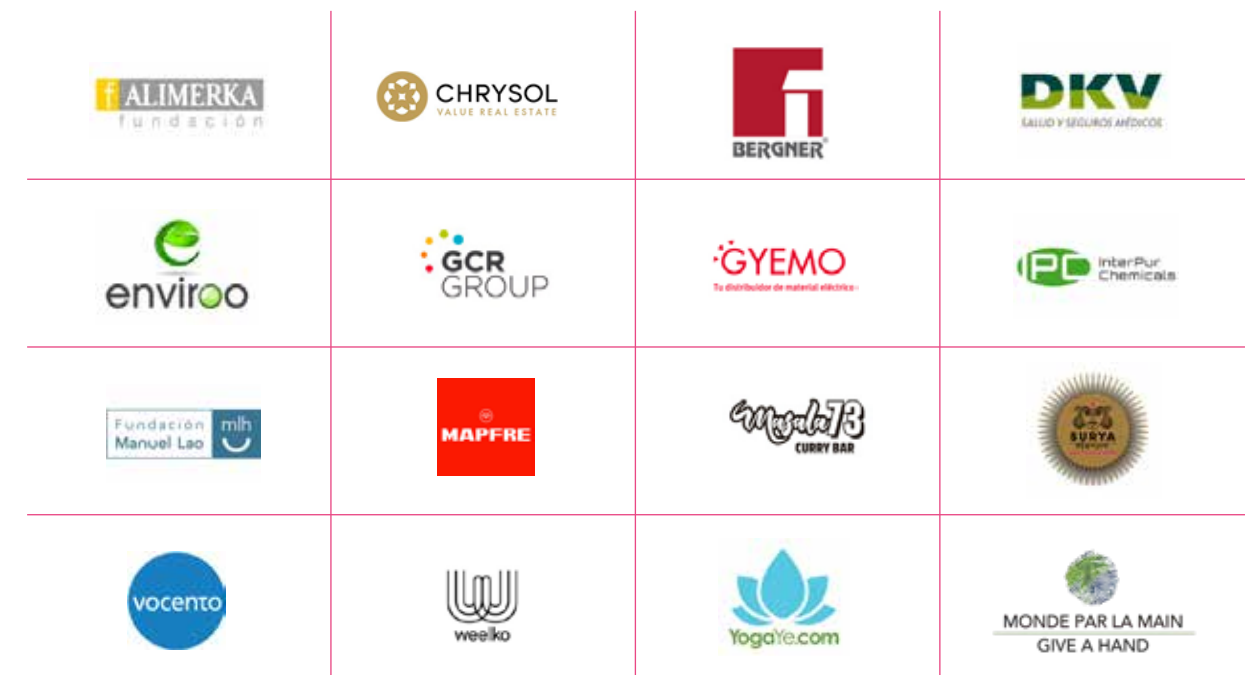
Other entities decided to join for the first time to support our work. For example, Vocento, Alimerka Foundation, Laboratories Viñas, Manuel Lao or Weelko Foundation.

We hope this was only the first of many years of collaboration for the improvement of nutrition, health, education and opportunities for children, youth and adults of the neediest areas of Mumbai.

We also continue to create alliances through participation in the Tardor Solidarity Fair of Cerdanyola del Vallés and at the Festa de la Tardor of Sant Cugat del Valles.

We emphasize that in this period we received the second prize ABC Solidario for the project Smiling Bus and that we received the distinctive "Actius de l'Acord" of the Barcelona City Council, in recognition of our efforts in the promotion of the social commitment of the citizenship. We also want to mention the Give a Hand Foundation's support of our transformative action.

**To each and all: thanks to those who trust another year in our cause!**





## NUMBERS AND TRANSPERANCY



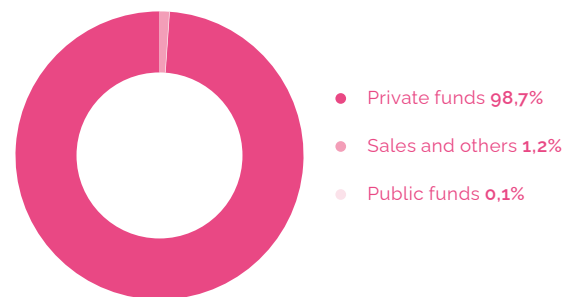
Transparency is one of our values and therefore, the complete audit reports with the annual accounts are published and are available on our website.

Our accounts have been audited by the firm Auditia Iberia Auditores, S.L.P.

The annual accounts are deposited in the Ministry of Culture and Sport.

This year the accounts of the Mumbai Smiles reflects earnings of €53.975.71.

### TOTAL INCOME €805,372

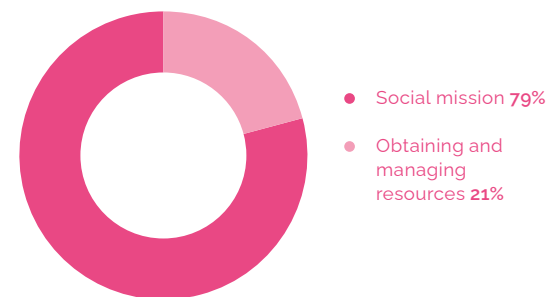


In this financial year, the Foundation's income has reached €805,372. Private funds account for 98.7% of the total.

The rest is income obtained from the sale of products as well as other income, 1.2% and income from the public sector that is token, being only 0.1%.

The largest and most important source of these private funds is the one that comes to us through the fees of the collaborating partners and they represent 72% of the total income, specifically €578,999.

### TOTAL EXPENSES €751,396



Of every 100 euros, 79 have been allocated to the Mumbai Smiles mission, and the rest to obtaining and managing resources.

## FINANCIAL STATEMENTS

### Balance sheet (in Euros)

Active	2020-21	2019-20
Non-current assets	288,714	292,505
Current Active	587,607	472,457
<b>Total</b>	<b>876,321</b>	<b>764,962</b>

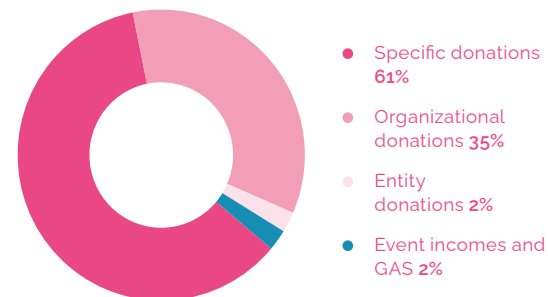
Equity and liabilities	2020-21	2019-20
Net worth	813,296	715,626
non-current liabilities	9,904	19,808
Current liabilities	53,121	29,528
<b>Total</b>	<b>876,321</b>	<b>764,962</b>

## FINANCIAL STATEMENTS

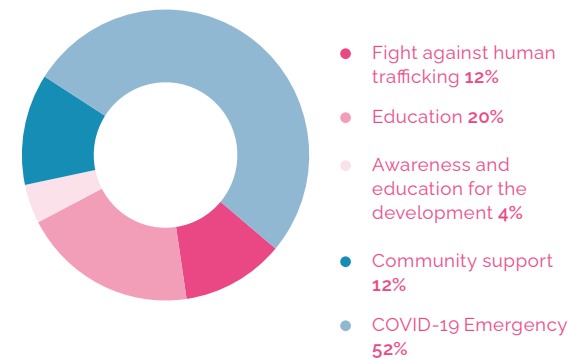
### Profit and Loss Account (in Euros)

Profit and Loss	2020-21	%	2019-20	%
<b>Income</b>				
Income from own activity	794.885	98.7%	842.808	97%
Collaborating Partner Fees	578.999	72%	581.575	67%
Income from promotions, sponsors and collaborations	52.554	7%	112.155	13%
Subsidies, donations and bequests allocated to the surplus for the year	163.332	20%	149.078	17%
Sales	9.244	1.1%	24.381	3%
Financial income and other income	1.064	0.1%	2.808	0.3%
<b>Total income</b>	<b>179</b>	<b>0.0%</b>	<b>110</b>	<b>0.0%</b>
<b>Total income</b>	<b>805,372</b>		<b>870,107</b>	
<b>Expenses</b>				
Social mission expenses	592.680	79%	828.446	85%
Resource hiring and management	158.716	21%	151.580	15%
<b>Total expenses</b>	<b>751.396</b>		<b>980.025</b>	
<b>Surplus/deficit</b>	<b>53.976</b>		<b>-109.918</b>	

### SOURCE OF INCOME



### PROJECT EXPENSES



Distribution of project expenses, depending on the nature of this.

## COLLABORATIONS AND GRATITUDE

### PUBLIC ADMINISTRATION AND INSTITUTIONS

- Barcelona City Council
- Council of Cerdanyola del Valles
- Ruby Town Hall
- Sabadell City Council
- Sant Cugat del Vallès Town Hall
- Catalan Fund for Development Cooperation
- Il·lustre Col·legi de l'Advocacia de Barcelona

### ASSIGNMENT OF SERVICES

- Barroso López Advocats
- Francesca Vidal
- Gauss & Neuman
- Gerard Garcia
- Lidia Gallardo
- Maria Jesus Castresana
- Marquespatent, SL
- Martin Garrido Ramirez
- Rose Bernedo
- Rosa Mustenes Montero
- White & Case

### ADVERTISING

- JCDecaux
- Linia
- Reclam

### DESIGN AND AUDIOVISUAL

- Andrea Mora
- Andy Fox, 18BCN
- Carlos Osset
- Cèlia Zamora
- Cindy Strijbosch
- David Ryer, Moonlight Design
- Esme Pueyo
- Laura Mora
- Martín Garrido
- Óscar Xarrié
- Susanna Carpintero

### COLLABORATIONS IN EVENTS

- Carla de la Vega
- Concepción Cuenca
- COVTALK
- Deepti Gidwani
- Eva Oller
- Fortunata Calabro
- Fran Abellán
- Gemma Fillol
- Guendolyn- Yogui House
- Iván Medina
- Jyoti Moorjani Chugani
- Nadia Nemer
- Mago Brunetti
- María Fernández Coach
- Maria Victoria Rosselló
- Mariona Azcarate
- Sandra Dominguez Ruiz
- Veronica Blume

### OTHER COLLABORATIONS

- BarcelonaSAE
- Give a Hand Foundation/ Monde per la Main (Canada)





[VISITS@MUMBAISMILES.ORG](mailto:VISITS@MUMBAISMILES.ORG)

+91 8082671413

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