

A group of diverse school children in blue uniforms are smiling and looking towards the left. The children are of various ages and ethnicities, all appearing happy and engaged. They are wearing blue sweaters with red and white striped collars and cuffs. Some have small patches on their sleeves. One child in the foreground has a name tag that says "Majid".

# armadillo

ARMADILLO & CO.

*The Armadillo & Co Foundation  
Annual Report 2019*



# ***Table of Contents***

The Armadillo & Co Foundation	<i><b>7</b></i>
Chair's Message	<i><b>8</b></i>
The Year in Review	<i><b>11</b></i>
Board Members	<i><b>12</b></i>
Project Report	<i><b>15</b></i>
Fundraising	<i><b>16</b></i>
Marketing	<i><b>19</b></i>
Financials	<i><b>20</b></i>
Treasurer's Summary	<i><b>22</b></i>
Future Plans	<i><b>25</b></i>











# armadillo

ARMADILLO & CO.

For Children's Welfare • Against Child Labour



## CARE & FAIR

### KANTILALVIDYA MANDIR CLINIC

### कांतिलाल विद्या मंदिर चिकित्सालय

#### TIME TABLE

SUMMER FROM : 8 AM TO 12AM

WINTER:- 9 AM TO 1PM

#### समय सारणी

ग्रीष्मकालीन प्रातःकाल 8 से 12 बजे तक

शीतकालीन प्रातःकाल 9 से 1 बजे तक



## ***The Armadillo & Co Foundation***

—

The Armadillo & Co Foundation is the philanthropic arm of Armadillo & Co Pty Limited, the Australian brand known for its beautiful handcrafted and sustainable rugs.

The not-for-profit organisation was founded by Jodie Fried and Sally Pottharst in 2017 with its sole mission and purpose to enhance and improve the lives of underprivileged local communities in India, regardless of race, religion, culture or political affiliation, through the provision of educational, health and community structures.

Armadillo & Co is a longstanding sponsor of the Kantilal Vidya Mandir (KVM) School in Uttar Pradesh. The co-educational institution was established in 1987 and educates many of our artisans' children in the Carpet Belt region. The school is currently attended by 203 students (127 girls and 76 boys) from kindergarten to Year 5 and is overseen by a head principal, nine teachers and three ground staff.

Since 2014 Armadillo & Co has fully funded all of KVM's overheads, including staff salaries, textbooks, teaching aids, school uniforms, furniture, equipment, utilities and maintenance. From 2014 to 2019, around 1,324 students have graduated from KVM through A&Co.'s sponsorship.

We believe that all children have the right to education in a safe, happy and nurturing environment, and through the Armadillo & Co Foundation we hope to give as many children as we can this opportunity for a brighter future.

## ***Chair's Message***

—

As we wrap up our second year of The Armadillo & Co Foundation, it is a wonderful feeling to be able to reflect on the achievements and improvements that have brought such a positive impact to the KVM School, the children, their families and the community as a whole.

This year the board worked closely together on defining what our support and mission looked like for the future of the KVM community but also beyond. As a part of our mission, it is essential to ensure that our support is sustainable, has longevity and is about giving a “hand up” and not a “hand out”.

With this in mind, the board's strategy has identified three focus areas - People, Pride and Place - which are designed to instill a sense of purpose, direction and community. With this we are able to support education for life, providing our students with the best start in their educational lives and giving girls an opportunity for further education.

We are excited to now be thinking beyond the KVM School which is now almost entirely self-sufficient. It is a wonderful model school which we hope to use as an example and roll out into other schools and communities in the area.

During our visit earlier this year, we were able to see firsthand the positive energy and pride of the teachers, staff and students. We are also excited to be introducing and working with the school community on environmental education.

The Armadillo & Co Foundation would like to thank all of our wonderful donors and supporters. With your continued support, we are excited to continue making a difference in the lives of the children and families in the communities we serve.

**Jodie Fried**

*Chair*











## ***The Year in Review***

The Armadillo & Co Foundation is very proud of the positive changes being experienced throughout the KVM community.

We are deeply motivated to enrich the learnings of KVM's students, and this year has seen even more support in terms of uniforms, textbooks, teacher salaries and medical and dental appointments.

We continue to have ongoing admiration and pride for the students we support through our scholarship program. The past year has seen the success of the program develop as those awarded have attended and flourished at the local Hindi medium school. Bicycles for transportation, textbooks, uniforms and other school costs provided for by The Armadillo & Co Foundation all contribute to the overall advancement of education for these students. The enthusiasm and huge smiles from the scholarship students say it all!

This year has also seen Armadillo & Co commit \$30,000 to strengthen the school grounds and infrastructure. India is struck by monsoon season which can often act as a barrier to education. When flooding is severe, KVM is forced to close due to the dangerous and slippery conditions. We are pleased to have been able to extensively repave the entrance to the school grounds and pathways between classroom buildings. This will ensure that children can attend school for the entire year, uninterrupted by heavy rainfall.

Thank you to everyone involved for your ongoing support and dedication. The wonderful feedback we receive from teachers, staff, students and the wider community about these achievements inspires us to grow as leaders in social responsibility.

**Mary Andrew**

*Co-Director*

## ***Board Members***



**Jodie Fried**  
Chair – Director



**Sally Pottharst**  
Director



**Mary Andrews**  
Director



**Pru Wood**  
Treasurer



**Fiona Sheppard**  
Secretary



**Michael Gray**  
Board Member



**Hitesh Patel**  
Board Member



**James Watts**  
Board Member



**Caroline Edwards**  
Board Member











# Project Report

## Campus Paving

This year, our focus was on improving the school's operations and facilities. Each year from late May to early October, India experiences monsoon season and the heavy rainfall has devastating effects. Itinerant weather acts as a barrier to the children's education. When the flooding is severe, the school is closed due to the dangerous, slippery conditions of unpaved paths between the classrooms.

The Foundation has committed \$30,000 for extensive repaving at the entrance to the school grounds and in between the classroom buildings to shore up KVM's infrastructure against monsoon rains and ensure that the students' education can continue uninterrupted. Funds will also be used to repair roofs, re-plaster walls and paint the boundary wall.

These construction works are in progress and once complete will go a long way to creating a safe and enjoyable environment in which the students can learn and thrive.

## Dental & Health Checkups

The Foundation sponsors free quarterly health checkups for KVM students, their families and local village residents. Any prescribed medicine is provided to students free of charge. Twice a year, we also hold eye clinics where all students receive vision tests and those with sight problems are given free glasses. We also hold an annual dental clinic and provide students with dental hygiene kits.

## Classroom & Library Refurbishment

This year, teachers and students received new desks and all classrooms are in the process of being repainted. In February 2019, Jodie and Sally also opened a library in the school hall, fully stocked with donations of toys, puzzles, books, art supplies, games and posters to encourage play and learning.

## Scholarship Program

Starting from 2018, the Foundation has pledged scholarships to the top three highest performing girls at KVM, with an additional scholarship reserved for a student from a family in need or a high-achieving boy.

The nine-year grant provides full funding for each child to attend a local English-medium school, covering school fees, bicycles for transportation, textbooks, uniforms and any other associated costs for the duration of their enrolment. The scholarship recipients meet with KVM staff every three months, or as needed, to ensure they receive continued support.

For the 2018-2019 school year, we awarded scholarships to three girls – Anshika Yadav (10), Riya Yadav (11) and Ankita Bind (12). We also had a wildcard scholar, Rubi Yadav (13). In 2019-2020, we awarded three scholarships to Shraddha Singh (12), Kajal Bind (10) and Naina Bind (11).

By 2026, the Foundation aims to have between 27 and 36 children enrolled in this program.

## Environmental Program

In July 2019 we launched an environmental program where teachers and students together planted 82 trees around the campus as part of our efforts to provide KVM students with an eco-focused education, equipping them to take small steps to protect the natural environment within their communities.

## Nursery Enrolment

With the start of the 2019-2020 school year, we welcomed 36 new students to kindergarten, including 27 girls and 9 boys.

**Hitesh Patel**  
Board Member

## ***Fundraising***

—

The Foundation's work is financed through part profits from Armadillo & Co, with \$5 from every rug sold contributed to the charity, as well as additional donations from online customers.

Further financial support is generated through the company's Social Responsibility & Sustainability Committee, which includes both company-run and individual employee fundraising initiatives and events. The Foundation also accepts public individual and company donations.

From January to July 2019, the following initiatives were held to raise money for the Foundation:

- Callouts for donations through EDMs to our trade, wholesale and consumer databases.
- A silent auction of artworks from our Egyptian collection launch to selected trade clients at the Los Angeles showroom, raising USD\$4,250.

**James Watts**

*Board Member*



- A) Those are boys (boy / boys).
- B) Those are ships (ships / ship)
- C) Those are hens (hen / hens)









## ***Marketing***

—

In February, we travelled to India to capture a series of images and videos to showcase the work the Foundation has achieved since its inception. The videos included a summary of the Foundation as well as an overview of the Scholarship Program. These videos and supporting imagery were used within press releases, eDMs, social amplification and within the website.

The press releases generated notable press coverage including key print and online editorial in publications such as Home Beautiful magazine, Business of Home, Inside Interior Design Review, and Furnishing International.

**James Watts**

*Board Member*

## Financials

### Armadillo & Co Foundation Limited

1 July 2018 to 30 June 2019

#### Profit & Loss

	30 June 2018	30 June 2019
<b>Income</b>		
Donations A&Co. Rug Sales	–	40,291
Donations from Webshop Checkout	–	413
Donations received	11,655	38,389
Membership Fees	90	–
<b>Total Income</b>	<b>11,745</b>	<b>79,092</b>
<b>Gross Profit</b>	<b>11,745</b>	<b>79,092</b>
<b>Plus Other Income</b>		
Interest Income	1	61
<b>Total Other Income</b>	<b>1</b>	<b>61</b>
<b>Less Operating Expenses</b>		
Admin Expenses		
General Expenses	50	96
PayPal Fees	–	141
Software Expenses	–	43
<b>Total Admin Expenses</b>	<b>50</b>	<b>280</b>
People Expenses		
Examination Expenses	–	30
ID Cards/Sweets	–	523
Salary (Teachers & Clinic)	–	15,281
<b>Total People Expenses</b>	<b>–</b>	<b>15,834</b>
Place Expenses		
Electric /Power Bill	–	910
Furniture Expenses	–	1,231
Grounds Maintenance (plantation)	–	301
Mobile & Internet	–	24
Paving Expenses	–	12,553
Repairs and Maintenance	–	913
<b>Total Place Expenses</b>	<b>–</b>	<b>15,834</b>
Pride Expenses		
Computer Expenses	–	5
Stationery/Office/Travelling/Function	–	841
Student Books	–	1,583
Uniforms/Pullovers	–	1,032
<b>Total Pride Expenses</b>	<b>–</b>	<b>3,462</b>
<b>Total Operating Expenses</b>	<b>50</b>	<b>35,507</b>
<b>Net Profit</b>	<b>11,695</b>	<b>43,647</b>



**Armadillo & Co Foundation Limited**  
**As at 30 June 2019**  
**Balance Sheet**

—

<b>Assets</b>	<b>30 June 2018</b>	<b>30 June 2019</b>
Bank		
Comm Solutions Cash Reserve	10,717	10,763
Community Solutions One	—	61,689
PayPal	978	34
<b>Total Bank</b>	<b>11,695</b>	<b>72,487</b>
Current Assets		
Interco A&Co LLC	—	(17,144)
<b>Total Current Assets</b>	<b>—</b>	<b>(17,144)</b>
<b>Total Assets</b>	<b>11,695</b>	<b>55,342</b>
<b>Net Assets</b>	<b>11,695</b>	<b>55,342</b>
<b>Equity</b>		
Current Year Earnings	11,695	43,647
Retained Earnings	—	11,695
<b>Total Equity</b>	<b>11,695</b>	<b>55,342</b>

## ***Treasurer's Summary***

—  
It is with pleasure that I report on a further strengthening of The Armadillo & Co Foundation's financial position over the 12 months to June 2019.

The cash position has grown with a balance of \$72,487 from a position of \$11,695 last year — an increase of \$60,792. An amount of \$17,144 is shown in the balance sheet as owing to Armadillo & Co USA. It is expected this will be extinguished through Armadillo & Co USA donations, and will not be a drain on cash reserves.

The net improvement in the balance sheet of \$43,647 is a direct reflection of the surplus in activity over the 12 months to June 2019.

The highlights are a large one-off donation from The Anganwadi Project of \$30,000 which together with Armadillo & Co donations has provided a strong inflow of \$79,092.

The outflows have this year been arranged under headings that reflect the vision and purpose of the Foundation — namely People, Place and Pride. The large expenditure under the Place heading refers to the spend on the new paving at the school. This represents 50% of the cost of the project, with the remainder expected in the new year budget.

In summary, the Foundation has continued to build a solid financial base to enable its vision to be realised.

**Michael Gray**  
*Board Member*











## ***Future Plans***

—

The Armadillo & Co Foundation is committed to making a meaningful, long-lasting difference to our community.

In the immediate future we intend to continue to improve the operations, grounds and facilities at the KVM School, further roll out the Girls Scholarship Program, as well as make a considered and appropriate contribution to the school that our 7 Scholarship girls currently attend – Gyan Devi Balika Inter College in Bhadohi. There has been such a positive response to our Girls Scholarship Program, and having our second round of girls start at their new school this year continues to build confidence in our community as a whole.

KVM continues its quest to transform into an English medium learning environment. The investment into the teaching staff and the commitment to increase the teachers' salaries year on year will go a long way to improve the level of the teaching cohort and increase the school's ability to educate the children to a level where admittance to the English medium Woodward Public School is possible, as had been our original intention.

With the KVM paving project almost complete we are investigating our next large-scale undertaking. We are passionate about improving the grounds from an environmental and functional perspective. Our environmental commitment will be front of mind in our future plans and projects, and we look forward to bringing projects to the school that will have a direct and lasting impact on the children in their understanding of how critical looking after our precious environment is. We are also extremely buoyed by the fact that renowned environmentalist Paul Hawken in his Project Drawdown has named "educating girls" as his sixth ranked solution for global warming, as it curbs population growth, with fewer and healthier children being born to mothers who have had more years of education.

We also intend to expand the current library with an offering of Hindi books, and will further assess the need for a dedicated library building on the grounds next to the clinic.

The Foundation thanks the KVM Executive Committee in all they do for the school and we will continue to work collaboratively with them to ensure the students at the school are given the best start with long lasting effects for their educational lives that we can provide.

**Sally Pottharst**

*Co-Director*



armadillo-co.com  
@armadilloandco