



# armadillo

ARMADILLO & CO.

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*Armadillo & Co Foundation  
Annual Report 2018*

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## The Armadillo & Co Foundation

The Armadillo & Co Foundation is the philanthropic arm of Armadillo & Co Pty Limited, the Australian brand known for its beautiful 100% handmade 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 unisex institution was established in 1987 and educates many of our artisans' children in the Carpet Belt region. The school is currently attended by 205 students from kindergarten to Year 5 and is overseen by a head principal, 10 teachers and four 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 2018, around 1,060 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

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From the very beginning of Armadillo & Co’s journey, almost ten years ago, we’ve poured our hearts into becoming a leader in social responsibility. The Armadillo & Co Foundation has been an organic evolution of our work in the social responsibility sector. The Foundation operates as a separate entity, providing us with greater opportunities to do so much more, with so many more people, and enabling us to take our work to the next level.

We are proud to have curated a passionate and experienced board for the Foundation, made up of members located in Australia, US and India. With their specialised skills and selfless commitment to giving back, in a very short space of time we have already seen many inspiring and impactful improvements and changes to KVM.

After visiting the school over previous years with our team, we have witnessed firsthand the value that we are adding to these children and their families’ lives. On a trip Sally and I made to India earlier this year, we really noticed the sheer joy on all the children’s faces. The increase in their confidence, pride and enthusiasm is immeasurable.

As part of the introduction of our scholarship program, we sat down with the mothers of the girls who were candidates for our first intake. I have no words for how proud we were to see these mothers, many of whom were poor and illiterate, be so committed, determined and brave for their daughters to have the opportunity that they did not. It has been such a pleasure this year witnessing these four bright scholarship girls grow.

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 and Co Foundation is proud of a successful first year after its launch and the establishment of the board in 2017. Several Foundation initiatives are already positively impacting the community experience and quality of learning at KVM.

Students were pleased to receive new school uniforms and access to a medical clinic (also open to village residents) staffed by a full-time nurse for free health checks. A biannual eye camp for students also provided free reading glasses for those in need.

Security measures throughout the year at KVM have also progressed, with nighttime lamps, CCTV and a thumb ID system installed. Renewable energy is now being used thanks to new solar panels provided through the Foundation.

The Foundation strongly encourages and supports the development of girls and it was wonderful to see the start of a scholarship program to help high achieving female students go on to attend an English medium school. Sewing classes with 23 new sewing machines were also provided to advance the tailoring skills of 20 young village girls.

These wonderful achievements could not have happened without the hard work, dedication, and genuine passion from all involved with the Foundation this past year. Thank you to everyone involved for your tireless support.

**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

### School Uniforms

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Each child has been provided with sweaters and shoes, with incoming nursery students receiving two sets of new uniforms. All students have also been issued with an ID card to be worn around their neck, for their safety and to instil a sense of pride and belonging at KVM.

### Solar Panels, Fans and LED Lights

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For Christmas 2017, in lieu of giving gifts to clients and suppliers, Armadillo & Co made donations on their behalf towards the Foundation to help purchase and install solar panels for KVM. As of February 2018, the school runs completely on renewable energy. All classrooms have also been installed with new fans, and the campus has been fitted out with six street lamps for nighttime illumination.

### Health Checkups

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The Foundation sponsors free health checkups for KVM students, their families and local village residents every three months. 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.

### Scholarship Program

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Starting from April 2018, the Foundation has pledged scholarships for the top three highest performing girls at KVM. An additional scholarship will be awarded to 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.

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

### Sewing Classes

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Through the Foundation, we have provided 23 sewing machines for a series of free classes for 20 local girls to learn tailoring.

### Classroom & Library Refurbishment

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From December 2018, teachers and students will receive new desks and in June 2019 all classrooms at KVM will be repainted. We are also establishing a library and have been sourcing donations of toys, puzzles, books, art supplies, games and posters to encourage play and learning.

Construction work is also underway to repave floors, repair roofs, re-plaster walls and paint the boundary wall around the KVM campus.

### New Technology

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To maximise security, CCTV and a thumb ID system for teachers have been installed on campus. There are also plans to turn the main hall into a mini theatre with computers for smart classes. We are currently enquiring with the government about subsidising this project.

**Hitesh Patel**

*Board Member*



## ***Fundraising***

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The Foundation's work is financed through part profits from Armadillo & Co, with 10% of net profits from rugs 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.

In 2018, the following initiatives were held to raise money for the Foundation:

- The implementation of a donation button on the Armadillo & Co website at checkout and on the Foundation landing page.
- Callouts for donations through EDMs to our trade, wholesale and consumer databases.
- The collection of donated books and toys from local schools for the new KVM library.
- Staff-led fundraising such as through participation in The Colour Run races in LA, Sydney and Melbourne.
- Donating rugs for raffles at stockist events, such as The Vignette Room.
- In lieu of giving Christmas gifts to clients and suppliers, Armadillo & Co made donations on their behalf towards the Foundation to help purchase 126 new desks for KVM students.





## *Marketing*

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We officially marked the launch of the Foundation with a media luncheon in March, accompanied by the distribution of press releases, EDMs, social media posts and a new landing page on the Armadillo & Co website. A donation button was also added to the website to allow for donations to be made directly.

In May, Jodie and Sally received an Audi x Instyle “Women of Style” Award in recognition of their philanthropic work through the Foundation, which gained print, digital and social media coverage.

Throughout the year we received other notable press coverage both in Australia and the US, including Habitus Living and Architectural Digest.

For Christmas 2018, we made a donation to the Foundation on behalf of media, clients and suppliers in lieu of gifts, which went directly towards the purchase of 126 new wooden desks for KVM.

**James Watts**

*Board Member*





## *Treasurer’s Summary*

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I am pleased to report on the inaugural year of operation for the Armadillo & Co Foundation.

The first seven months of activity has resulted in a surplus of funds represented by total assets of \$11,695.42. No liabilities are currently noted.

The surplus has been derived from donations of \$11,655.19 and a small membership fee income of \$90. A PayPal fee of \$50.43 is the only expense to date.

In summary, the financial position of the Foundation is a solid base from which to launch activities over the next year in line with the proposed budget.

**Michael Gray**  
*Board Member*







## ***Future Plans***

The Armadillo & Co Foundation looks forward to what lies ahead. Our immediate focus will be on the continued improvement of the operations and facilities at the KVM School, as well as the further roll out of the Girls Scholarship Program.

The impact on the families of the scholarship candidates for this year has been incredible, with the girls adjusting successfully into their new school. We are looking forward to selecting our next round of scholarship candidates in March 2019, and guiding them toward the school that will be best suited to their individual needs for their secondary schooling. KVM is determined in its quest to transform itself into an English medium learning environment, and has recruited two new teachers this year with that specific purpose in mind.

One of the major facility upgrades intended for 2019 for which a dedicated fundraising initiative is required will be the paving of the entry area and grounds between the main school buildings. This will go a long way to reducing the ad hoc remediation that is required for that area at the end of each monsoon season.

There are future plans to build a dedicated library building on the grounds next to the clinic which we will continue to review and assess in the coming year.

The Foundation looks forward to working collaboratively with the KVM Executive Committee to ensure the students at the school are given the best start in their educational lives that we can provide. There is no doubt that the stability that Armadillo & Co Pty Ltd, and now the Armadillo & Co Foundation, have provided, engendering a spirit of pride, confidence and spontaneity in the children which is a sheer joy to witness. We look forward to fostering this further to allow the school and the students to flourish and reach their full potential.

**Sally Pottharst**  
*Co-Director*





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