

A black and white photograph of two young boys running happily on a wooden pier that extends into the ocean. In the background, a long row of small, simple buildings is visible on the horizon under a cloudy sky. The pier is made of wooden planks and has a circular pattern painted on it. The water is calm with gentle waves lapping at the shore.

Reach out for the Rights of the Child

Corporate Ambassadorship Programme

An initiative for the travel and tourism sector
to support the children of Maldives through
Corporate Social Responsibility

About ARC



Photography by: Dhahau Naseem

Advocating the Rights of Children (ARC) is a non-governmental, non-partisan, non-profit organization registered in the Maldives in December 2009. With a mission to protect and promote the rights and well-being of children of Maldives, ARC hopes to be their voice in the country, advocating for their health, safety, education and wellbeing.

ARC's main areas of work include working closely with children's shelters, advocacy and raising awareness on the rights of children through national and international outreach.

Join the Corporate Ambassadorship Programme of ARC

Dear General Manager,

ARC's Corporate Ambassadorship Programme is a commitment by you to support our work through donations, to help improve the quality of life of children and also to strengthen the child protection system in the country.

While much work has been done by ARC, in collaboration with the Government, UNICEF, local and international organizations and supporters of our cause, much more remains to be achieved for the youngest and most vulnerable members of our society.

Corporate Ambassadors provide crucial funds needed to expand our work with children's shelters, advocacy efforts, and nationwide awareness campaigns on children's rights. You can use ARC's Corporate Ambassadorship logo as a symbol of your dedication to protect and promote the rights of children in the Maldives.

ARC is approved by MIRA (Maldives Inland Revenue Authority) as a charitable institution under the Business Profit Tax Act 2011, and any donations made to ARC can be deductible from a company's taxable profits. Our Organizations's annual audited financial statements will be available upon request.

We hope you will positively consider joining this initiative to make a difference in the lives of children in the Maldives.

Yours sincerely,
Zenysha Shaheed Zaki
Co- founder and Executive Director

On behalf of the Board of Directors of ARC

Benefits of ARC's Corporate Ambassadorship Programme

Supporter

\$3000 - \$5999 per year

- ▶ Use of ARC's Corporate Ambassadorship Supporter logo
- ▶ Recognition of your support on ARC website
- ▶ Recognition of your support on annual newsletter
- ▶ Annual updates of our work



Advocate

\$6000 – \$8999 per year

- ▶ Use of ARC's Corporate Ambassadorship Advocate logo
- ▶ Recognition of your support on ARC website
- ▶ Recognition of your support on annual newsletter
- ▶ Bi annual updates of our work
- ▶ Invitation to all ARC events



Patron

\$9000 - \$12,000 per year

- ▶ Use of ARC's Corporate Ambassadorship Patron logo
- ▶ Recognition of your support on ARC website
- ▶ Recognition of your support on annual newsletter
- ▶ Quarterly updates of our work
- ▶ Invitation to all ARC events
- ▶ Invitation to participate at ARC Annual General Assembly

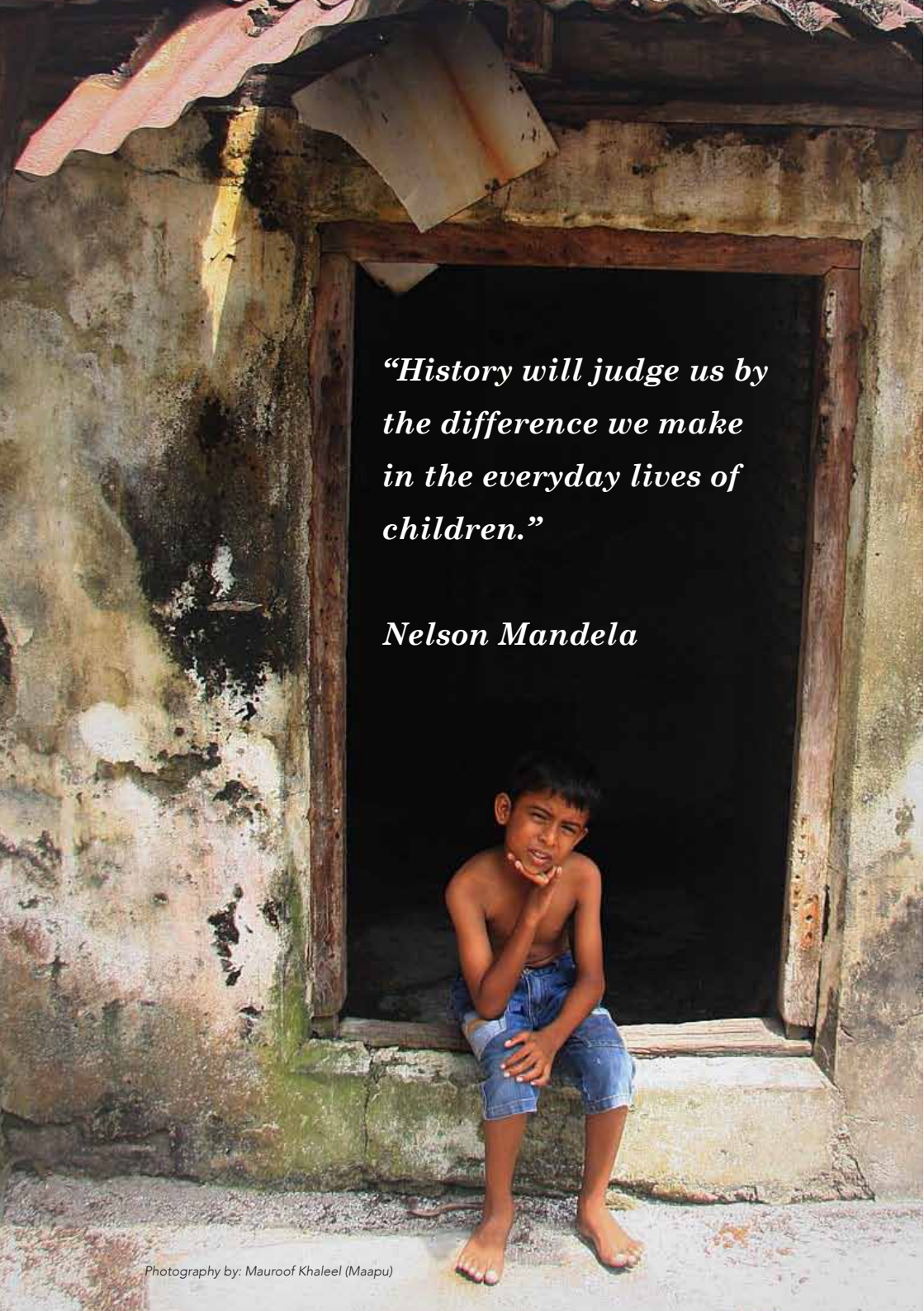


Champion

Above \$12,000 per year

- ▶ Use of ARC's Corporate Ambassadorship Champion logo
- ▶ Recognition of support on ARC website and all Campaign specific websites of ARC
- ▶ Recognition of your support on annual newsletter
- ▶ Quarterly updates of our work
- ▶ Invitation to all ARC events
- ▶ Invitation to participate at ARC Annual General Assembly
- ▶ Invitation to be an observer at ARC Board Meetings
- ▶ Chief Guest at an ARC event



A young boy with dark hair, shirtless and wearing blue denim shorts, sits on a concrete step in front of a doorway. He is looking towards the camera with a thoughtful expression, his hand resting near his chin. The doorway is framed by dark wood and is set into a wall of weathered, peeling plaster. Above the doorway, a piece of corrugated metal is attached to the structure. The overall scene is one of poverty and hardship.

*“History will judge us by
the difference we make
in the everyday lives of
children.”*

Nelson Mandela

Nationwide Awareness Campaigns



Child Abuse Prevention

HOPE Campaign against child abuse urges the community to get involved in protecting children through raising awareness, recognizing signs, reporting abuse and reaching out.



Health and Nutrition

HEAL Campaign promoting Healthy Eating & Active Lifestyles for Children provides fun and educational tools to help children eat better, get more active and be healthy.



Internet Safety

Surf Sm@rt Campaign focuses on safe Internet use, and alerts children on what they need to be aware of and be protected from, while they learn, share, connect and gain visibility online.



Anti Bullying/Anti Discrimination

RESPECT Campaign teaches children the importance of respecting themselves, others, differences, boundaries and surroundings. It is designed with a focus on anti-bullying and anti-discrimination.

Work with Children's Shelters



ARC's work with shelters is driven by the purpose of helping children in alternative homes receive the care and support that they need and deserve, to grow up happy and reach their true potential. ARC organizes a variety of capacity building trainings for the careworkers, as well as educational, fun and recreational programmes for the children.

ARC also encourages community participation in its programmes for children's shelters. The annual Ramazan Collection provides an opportunity for the public to donate much needed items to the children. ARC's Arts and Crafts Exhibitions of work by children in shelters have also been powerful demonstrations to people in the country, of what children in shelters can achieve with the right support and opportunities.



**To join the ARC Corporate
Ambassadorship Programme:**

Email: info@arc.org.mv
Phone/Fax: (+960) 333 8783

**For more information about our
work, please visit:**

Website: www.arc.org.mv
Facebook: ARC
Twitter: ARC_maldives

Address: G. Nooraanee Villaa
Alikilegefaanu Magu
Male'
Maldives

Office hours: Sun-Thurs
09:30 - 16:30