



They have
carried
our burden
for years.

It's time to
return
the favour.

The BGC CROW Trust
invites you to
help transform lives.

The BGC 
CrowTrust

EMPOWER & INSPIRE

(Registered under Section 12A and 80G)

A successful surgeon.

**A financially-savvy
chartered accountant.**

A colonel in the army.

Or just another caddy?

*For years, they have walked
besides us, carried our golf bags,
handed us the right club along
with a word of friendly advice...*

*For years, they have been
engaged in back-breaking labour
to maintain the golf course and
provide us with the best possible
playing conditions...*

*For years, they have worked
quietly and unobtrusively to
mix our drinks, serve us snacks
and ensure that the BGC Club
maintains the standards of
excellence that it is famed for.*

You can make the Difference

However things have not been easy for them.

Their lives are as challenging as the golf course they work on:
with inclines, declines, tilts and hazards.

It was to help level the playing field for the children of our on-ground staff that a group of committed members came together to set up the **BGC Caddies Reach Out Welfare (CROW) Trust in 2018.**

In the year 2018, a generous annual pledge of ₹ 20 lakhs for the next ten years by four BGC members of M/s.Accel Partners, the Trust was all set to tee off.

The vision was to open up a world of opportunities for the children of caddies, course staff and other support staff by helping fund their education which, as Nelson Mandela rightly pointed out " ...is the most powerful weapon, which you can use to change the world."

In its very first year, the Trust funded the education of 91 children. In 2019, this number grew to 192 children - right from kindergarten students to undergraduates. Nearly ₹ 50 lakhs was spent for this life-changing cause.

As with everything else, the pandemic played havoc with education in 2020. While the number of beneficiaries fell to 136, the amount disbursed was almost the same as children moved to better schools and were exposed to better opportunities.



Play for a Cause

The BGC CROW Trust Charity Golf Tournament

Golfers who are passionate about the sport know that it is more than just a game; it's a great workout too! And with the BGC CROW Trust Charity Golf Tournament, it just got better. Because, as a wise man once said: "There is no exercise better for the heart than reaching down and lifting people up."

The tournament will help raise funds for the noble initiatives of the CROW Trust. This year, the BGC Charity Golf Tournament will be held on Friday May 7, 2021. It will conclude with prize distribution and a gala dinner.

A nominal entry fee of ₹ 5,000 per person will be charged for the tournament.

Contact Starter, BGC for registration

You can participate in other ways too!

The BGC Charity Golf Tournament also offers exciting sponsorship opportunities.

You can choose to be a:

- **Title Sponsor – ₹ 5,00,000**
- **Platinum Sponsor – Above ₹ 1,00,000**
- **Gold Sponsor – ₹ 50,000 to ₹ 1,00,000**
- **Silver Sponsor – ₹ 25,000 and above**

In 2019, the fundraising golf event saw many brands and individuals coming forward to be associated with this cause. We are confident the tournament this year – coming as it does on the heels of a pandemic that helped us relook at life and the many privileges we enjoy – will unfold many stories of goodness and generosity.

Remember, sponsoring the BGC Charity Golf Tournament will not only help build your brand, but help build the nation too!



**Beyond the tournament,
become a champion for education**

Sponsor a Child

This could probably be one of the best investments you could ever make. An investment that will pay rich dividends: helping build a brighter future – not just for the child, but for their family, their community and the nation at large. It has been proved time and time again that access to quality education is key to breaking the vicious cycle of poverty, exclusion, and social injustice.

Education is a human right denied to millions of children across the world. In India, according to some reports, at least 35 million children aged 6 - 14 years do not attend school. Imagine losing out on the talent, the skills, the untapped potential of this huge pool of human capital! And this is a generation that will be the future of our country.

We may not be able to change the world. But we can change the world for the children of our caddies and our employees.

Just ₹ 40,000 per year will ensure that a child not just goes to a good school, but remains there. ₹ 1 lakh per year will help put a child through college.

**This little pebble you cast
can create many ripples.**

**And there's no way of telling
where it will end.**

A recurrent theme that emerged during a series of conversations with the caddies and the employees who have benefitted from the Trust's Annual School/College Fee Sponsorship Program, was their burning desire to educate their children, to ensure the next generation is able to rise above the life their parents are leading, and thrive – not just survive.

Your contribution will not just fund their education



It will fund their dreams

Vimal Kumar, who has been a Caddy at BGC for over three decades, says that he studied in a Government School and passed SSLC with great difficulty. *"I didn't want the same life for my children. My wife and I dreamt of a good future for our children and CROW Trust has made it possible."*

Another caddy, **Sheikh Yusuf** wants his children to either join the police force or the army. He points out that he could not have thought of sending his children to a private English speaking school, if it wasn't for the support provided by the Trust.

Caddy **Afroz Ahmed** was toying with the idea of sending his children to a Government school but the Trust's support gave him 'courage' to dream big. And he chose to enrol them in a private English medium school.

"I want my daughter to sit for the competitive exams," says **Srinivas**, a caddy working at BGC for over two decades.

There's a sense of pride when **Krishna**, course staff at BGC talks about his 14 year old daughter. *"She is very ambitious,"* he says. *"She wants to be a doctor. We changed her school from a Government one to a private institution, thanks to the Trust."*

Siddalinga Gowda, another employee, also changed his son's school from a state board syllabus to CBSE. His daughter is planning to do computer engineering.

There are more stories of dreams that suddenly seem attainable; stories of hope, and stories of gratitude to all those who made it possible.

Let's do more Good Together!

While the Trust has done some great work by opening up opportunities for deserving and talented children, there's a lot more that needs to be done. The BGC CROW Trust aims at expanding its activities to reach out and cover more beneficiaries in the coming academic year, and also offer scholarships for higher education to all the children of caddies and BGC staff.

But we cannot do it without your help.

The good that you do, comes back to you too!

The BGC CROW Trust has been registered under Section 12A of the Income Tax Act. All donations made to the Trust are eligible for tax benefits under Section 80G.

We look forward to your voluntary contribution.

The fees are being paid by cheque, directly to the school/college.

All donations to be made by cheque, favouring:

The BGC CROW Trust

A/c No.50200031472778

IFSC: HDFC0000076



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