

IAHV



**Ann Revington and Su Bowerman AMI Leaders.**

29 March 2020

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Information Type : Charity confidential  
Project Name : IAHV UK  
Information Owner : Shriroop Parikh

Peace is possible in our lifetime –  
Re-awakening of Human Values is the key

# Agenda

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- **02 Progress since inception**
- **03 Projection for next year**
- **04 Our ask**
- **05 Key contacts, urls and social media**



# a Social Service Program for Families

**In French, Ami means friend : new families need plenty of them!**

- **Our project leaders are Su Bowerman whom many of you will know for her work with UK youth program. She has been an Ayurdoula since 1986. And myself, Ann Revington, I am the Director of Sri Sri Ayurveda Canada since 2000. Elisabeth Jaeger, the Art of Wholesome Eating Director for North America is on board supporting the cookery module of the program. The project has been Blessed by Guruji to come under IAHV as a social service programme.**
- **This project covers all aspects of family life from preconception to having toddlers in the home.**
- **We are passionate about the fact that Ayurveda has simple and profound answers to alleviate the growing numbers of new mothers suffering from Post Partum depression. In 2015, the world figures stood at 80% of all mothers having depression and 20% of those were needing medical assistance. It is known as the black hole of health care.**
- **Post Partum care is the most critical of our programs, which is already up and running. No Mother, no family should suffer. Mother's are the cornerstone of a healthy society and their wellbeing is of prime importance to all of us.**

# Our Strategy

- **To build city teams of volunteers to support new mothers and their families**
- **This volunteer work will appeal to those who wish to donate their time supporting post-partum mothers. The role includes being there to lend a helping hand with daily tasks, supporting with other children in the family, being a mother to the mother - encouraging her along the road of motherhood. We know there are many who have a wealth of knowledge from rearing their own families and would love to support new mothers!**
- **Giving teams the opportunity to take our professional Ayurvedic training in the art of caring for this vital section of society. Opportunities are there to specialize in baby massage, mother massage, breastfeeding, weaning, rebalancing diet or even running a postpartum food outlet.**
- **There is an enormous advantage in teamwork. We observe that Ayurdoulas working on their own are easily overwhelmed by the sheer volume of work and lack of professional support around them.**
- **To build on-line programs and give easy access to the knowledge.**

# Progress since inception

- We are still in the baby stages of development with IAHV UK
- We already partner with Sacred Window School (US based), another organization who teaches Ayurdoulas on-line. We have the advantage of on-site facilities for massage and cookery training.
- Since 2018, AMI graduations are endorsed by Rio University and we are now building a strong Brazilian team to move the program forward.
- Each year, we hold a 10-day Ayurdoula training program at the Canadian Ashram. Numbers have not been large, but we are now seeing a worldwide interest in Ayurveda's potential to bring support to new mothers.
- In Europe, we have a gifted, professional Ayurdoula ready to start training people to teach baby massage to families.
- An on-line training is being developed. Its target is couples wishing to be in optimum health before conceiving.
- In collaboration with Brazil, we are developing an on-line support programme for families who cannot afford local help or do not have local access to Ayurdoulas.
- As serious funding for this project hasn't started yet we cannot show you any past figures.
- From our projections, our figures suggest that teaching one baby massage course per month can generate £40,000 per year, which will cover the teaching costs and put money towards developing the social service.
- We wish to alert governments and medical professionals of the power of Ayurveda to support health at the grassroots of a community. It should include this effective yet economical care of the newborn and mother.
- In time, we wish to see these programmes incorporated into mainstream health care systems.

# Projection for the next 12 months

- To find funding to release the leaders into full time work for the project and provide money for efficient advertising.
- To complete a website.
- To continue to support the launch of AMI in Brazil. As the leaders have already trained with us in Canada, we are confident that this pilot program can be carried out with them online. To launch a pre-pregnancy cleansing program.
- To initiate regular baby massage trainings across Europe by bringing our European English speaking Ayurdoula on board.
- To find a core group of volunteers to work with the technicalities of producing an on-line program and its effective marketing.
- With the networking made so far, we know there are people interested in taking on Seva with AMI.

# Our ask

## Funding

- Ideally, we would like to raise an initial £75,000 to fund a part-time organizer (20 hours/week) and to support one of the leaders to become full-time. Including an initial funding for promotion.
- We project that the leader can subsist on £25,000/ year. A part time organizer on £20,000/year. It gives £30,000 towards promotion.

## Volunteering opportunity

- We wish to run a pilot city support program, which will initially need a Seva organizer to build a team. We see a successful organizer becoming part of the paid group.

## Corporate Partnership or Local Government Partnership

- Alerting governments to the advantages of a health care system, proven to be effective and economical in its care of the newborn and mother.
- We are very open to extending our partnership to other Ayurvedic groups now springing up in this field.

# Key contacts, urls and social media

## Key contacts

### Project Manager:

Ann Revington

[annrevington21@gmail.com](mailto:annrevington21@gmail.com)

### Volunteers:

Simran, UK

Ewa, Poland

Séverine, Victoriaville, Qc

Eléonore, Montreal, Qc

Susana, Mexico

Bianca, Brazil,

Lara, Brazil

Tania, Brazil

Carole, Brazil

[IAHV](#)  
Babeeta, Canada and France

Vaidya Preeti, Canada

Vaidya Nitin, Canada

Dr Abishek Canada

Megumi, Canada

Debra, Canada

Andrea Canada

Navi Canada

Maru, Panama

## Key urls

### Project page:

<http://www.iahv.org.uk/project/ami>

### Global Giving:

Not yet

### Any other urls:

Not yet

## Social Media

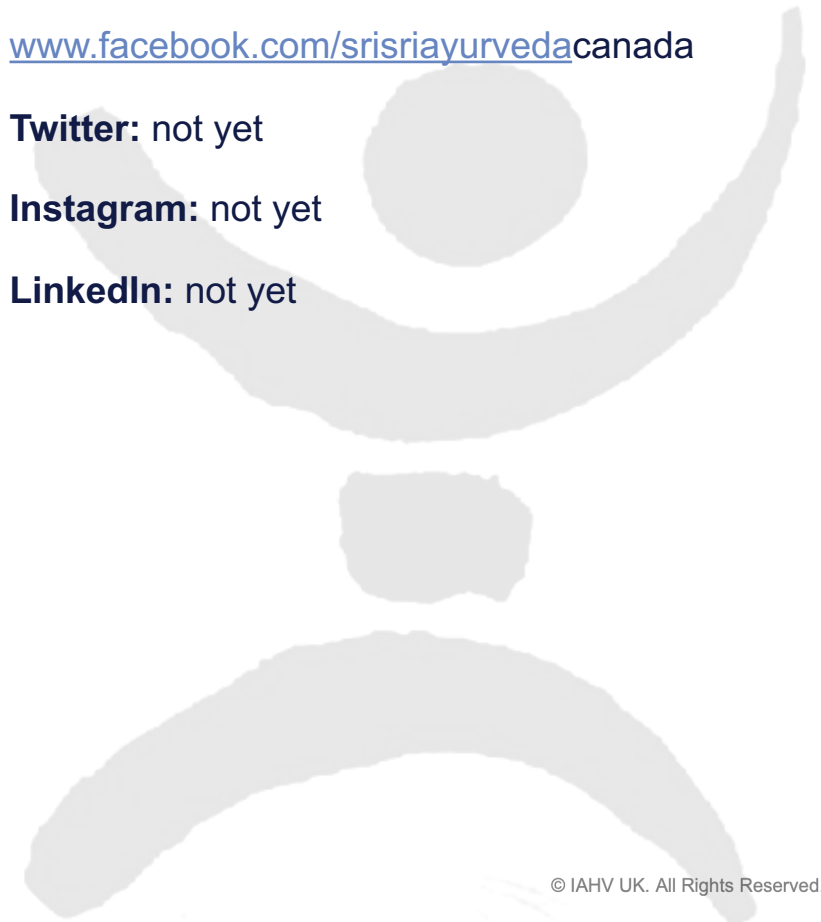
### Facebook:

[www.facebook.com/srisriayurvedacanada](http://www.facebook.com/srisriayurvedacanada)

**Twitter:** not yet

**Instagram:** not yet

**LinkedIn:** not yet

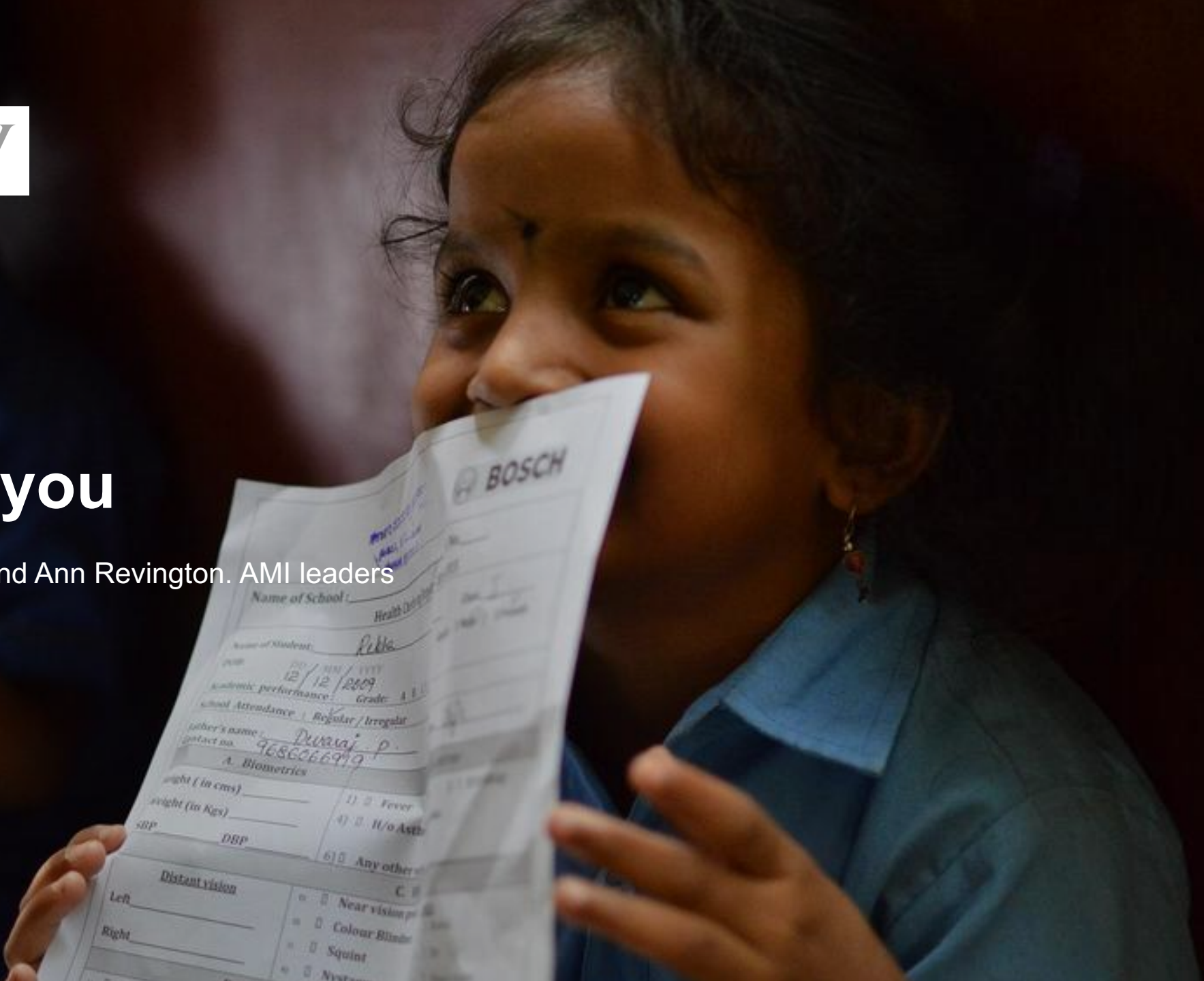


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# Thank you

Su Bowerman and Ann Revington. AMI leaders

29 April 2019



**BOSCH**

Name of School: \_\_\_\_\_ Health Department: \_\_\_\_\_

Name of Student: Pikla

DOB: 12/12/2009 YYY: \_\_\_\_\_

Academic performance: \_\_\_\_\_ Grade: 4

School Attendance: Regular / Irregular

Teacher's name: Duraxaj P.

Contact no: 9686666999

**A. Biometrics**

Height (in cms) \_\_\_\_\_

Weight (in Kgs) \_\_\_\_\_

SBP \_\_\_\_\_ DBP \_\_\_\_\_

1)  Fever

4)  H/o Asth

6)  Any other \_\_\_\_\_

**C. Vision**

Distant vision

Left \_\_\_\_\_

Right \_\_\_\_\_

Near vision \_\_\_\_\_

Colour Blind

Squint

Nyst...

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