



## **ABOUT BAAL DAN**

In Hindi, Baal means Child. Dan means Donation. But, even though the name is Indian, Baal Dan was created to help children in need every country. Tanya Pinto, inspired by a quote from Mother Teresa, founded Baal Dan with one concept in mind: "If you can't feed a hundred people, then feed just one."

Based on the simple concept of raising money to help street children, Baal Dan uses that money in places like India where American dollars go much further. The charity raises money to buy things that children can use immediately like food, clothing, medicines and books. Since 2006, when Baal Dan was founded, it has helped more than 1,500 children in India. In 2007, Baal Dan will expand to Africa. For more information, visit [www.baaldan.com](http://www.baaldan.com).

## **HOW WAS BAAL DAN FORMED?**

Born in India, Tanya Pinto lived in Dubai until the age of 13. There she attended British schools until she moved to Australia for high school and university, and then moved to Dallas in 1999. Through her father's work in the travel industry, she has seen many parts of the world, but has spent the last eight years working in brand management at The Richards Group. In 2005, Tanya took a three-month sabbatical in India to volunteer at Mother Teresa's orphanage and home for the dying. It was this experience that led her to form Baal Dan.

In 2005, a friend gave her \$50 to buy the orphans candy. In India, \$1 equals 43 rupees and this was more than 2000 rupees. After some bargaining at the local markets, Tanya purchased 300 pairs of children's underwear, 100 notebooks, 100 pencils and two bags of candy with that \$50. Her purchases helped 300 children and inspired her to do more.

## **WHO DOES BAAL DAN HELP?**

Baal Dan helps children in need, street children, orphans and children who are malnourished, ill or dying. There are over 18 million street children in India alone and over 100 million worldwide children who do not attend school (Source: United Nations Development Programme, Human Development Report, 1993, New York and Government of India, 1991 Census and Financial Times, April 10, 2006). The charity will help children in India and Africa, and as the fund grows, so will the ability to help children worldwide. Baal Dan is focused on helping children in the most simple, direct and efficient way possible.



## WHAT IS A STREET CHILD?

Street children are those for whom the street, more than their family, has become their real home. There are over 18 million street children in India alone (Source: United Nations Development Programme, Human Development Report, 1993). There is no protection, supervision or direction from adults.

Street children or orphans can be divided into three main categories:

**Children on the Street:** The largest category, these children have homes and most return to their families at the end of the day. Most earn a living for themselves and their families by begging or working.

**Children of the Street:** Children who have chosen the street as their home and a place to seek shelter, livelihood, and companionship. They are in contact with their family occasionally.

**Abandoned Children:** These children have severed all ties with their families and are entirely on their own.

## WHAT OTHERS ARE SAYING...

“In terms of the under-nutrition levels, certainly India is at a much higher level than the average Sub-Saharan African country.”

Source: Werner Schultink, Chief of child development and nutrition for UNICEF in India, February 21, 2007

“The survey confirms that India has done little for its children ... Despite the excellent growth record for which India is getting greater and greater appreciation, efforts are still lacking and progress has been quite tardy in terms of women and children's health and nutrition.”

Source: Shiv Kumar, Development Economist and Adviser to the Indian government, February 21, 2007



## **ABOUT BAAL DAN AND OTHER FACTS**

In Hindi, Baal means child and Dan means donation

Tanya Pinto was inspired to start Baal Dan after volunteering at Mother Teresa's orphanage and home for the dying

Baal Dan helps street children, orphans, children who are malnourished, ill or dying

Baal Dan is based on the simple concept of raising money to help street children, and then using that money in places like India where money goes much further

Baal Dan provides food, clothes, medicine, books and toys, funds to attend school and other fun activities

There are more than 18 million street children in India alone – that is the population of the state of Florida (Source: United Nations Development Programme, Human Development Report, 1993, New York and Government of India, 1991 Census, US Population Census, 2006)

There are more than 100 million children who do not go to school worldwide (Source: Financial Times, April 10, 2006)

The 70% of American households that make charitable contributions give on average \$1,800/year (3.5% of their income) (Source: State Department, February 18, 2005, Data Show Americans Give to Charity, Volunteer; Scholar argues that faith, charity and politics are linked)

Donors are constantly informed on how their donations are being used

For more information, visit [www.baaldan.com](http://www.baaldan.com)



## **BIOGRAPHIES**

### **Tanya Pinto Founder**

Born in India, she moved with her family to Dubai as an infant and attended British schools there. When the first Gulf War broke out she left Dubai for Perth, Western Australia where she graduated from Australia's Curtin University in 1998 with First Class Honors. She began working for The Richards Group in 1999, the nations largest, independent branding agency and is currently in brand management. In 2005, Tanya took a sabbatical to go to Calcutta and volunteer at an orphanage, which inspired her to found Baal Dan in April 2006. Tanya was recently awarded the Sri-Sri Ravi Shankar Award for Uplifting Human Values for her work with Baal Dan.

### **Neil Pinto Secretary and Board Member**

Neil was born in Sharjah, United Arab Emirates and grew up in Perth, Western Australia and later Dallas, Texas. He graduated from The University of Texas at Austin with a degree in aerospace engineering and is currently at Lockheed Martin. While at UT, he started a student chapter for Baal Dan. Neil has been involved with Web design for several years and has had several freelance customers. His role on Baal Dan is secretary and to maintain the Web site and manage all online activity.

### **Charles Ribaldo Board Member**

Charles Ribaldo is Co-Founder of Jambo Networks, Inc. ([www.jambo.net](http://www.jambo.net)). Before Jambo, Charles was a co-founder of EDS Ventures, EDS' \$150 million global venture capital fund. He managed the venture activity for the Texas region and worked with CTO and senior officers to identify investment needs. He was selected as one of EDS's top innovators for 2001 and 2002. Charles has also worked at Accenture's Change Management Division. Charles was a Park Leadership Fellow at the Johnson Graduate School of Management at Cornell University, where he received his MBA. He also graduated from the Jepson School of Leadership at University of Richmond, with a B.A. in Leadership.



**Allison Horton**  
**Board Member**

Allison Horton has spent the last 12 years working in the fields of advertising, public relations and marketing for such companies as Ogilvy PR and AT&T Wireless (now Cingular) and the most recent last five years were with Nortel. It is through her work at Nortel and the agency/client relationship she had with The Richards Group, that Allison met Baal Dan founder, Tanya Pinto. Allison's most recent life decision to be home with her children full-time has underscored the importance of the needs and happiness of children, and has made contributing to Baal Dan of great interest to her. Allison lives in Dallas, Texas with her husband and two children.

**Kanan Pinto**  
**Board Member**

Kanan was born in Bombay, India and has lived in Dubai, Australia and the United States. While in Australia, Kanan ran her own family day care business and has also worked with children in Montessori pre-schools. She is fluent in Hindi, which contributes to Baal Dan's research in India as well as local fundraising in Dallas. Kanan's father (Tanya's grandfather) was an orphan, and this was the reason that both Kanan and Tanya wanted to do something to make a difference to children in need.