

Pitch Deck

Pocketful of Sunshine

25-26





- On an average, **1 child is trafficked every 8 minutes** in India (NCRB)
- In Delhi alone, **17 children go missing every day** (DCPCR).
- **They face severe risks**, including sexual abuse, trafficking child labor, child marriage, and substance abuse.

**PFO Sunshine works
towards changing this
scenario at a
Preventive level.**

Creating Safe Spaces for Children at risk.



ABOUT US

- Founded in September 2019, in response to an alarming rise in child abuse cases, Pocketful of Sunshine is working towards creating safe spaces for children at risk.
- Our programs are implemented through Sunshine Centres, which serve as protective and empowering ecosystems for children from underserved and vulnerable backgrounds.
- We offer daytime care for young children, guidance for adolescents, and second-chance education for youth, all while enabling women to participate in the workforce without fear for their children's safety or future.
- We are operational at three locations presently- Madanpur Khadar, Jogabai Jamia Nagar and Okhla Vihar.

BENEFICIARIES

- **Children** (boys & girls, 0-18 years) living in **urban slums, parents working into non-formal** sectors
- **1000+ lives** impacted so far

Goal for 2025-30

To set-up **10 Sunshine Centres** by **2030** providing safety, care and learning opportunities to Children at risk



VISION & MISSION STATEMENT

Vision

Every child, regardless of background, grows up in a safe and nurturing environment, supported by strong systems of early care that build lifelong resilience.



Mission

To provide a safe, nurturing, and learning-rich environment for children of informal and daily wage workers living in urban slums and other socio-economically neglected areas, while also empowering their mothers with the freedom to work and grow.



PROGRAMS OVERVIEW

Sunshine Daycares

Providing holistic support to children through Early Childhood Care and Education (ECCE), academic support, digital literacy, nutrition, health, and school enrollment, while bringing positive social and behavioral change.



01

Sunshine Teens

Guiding Adolescents through Critical Years to navigate academic and life challenges. We provide counselling, safe spaces to express their voices, and opportunities to build resilience, self-awareness, and life skills for a brighter future



02

Sunshine Second Chance

A re-engagement platform for adolescents and young adults who missed out on formal education in their formative years. This rekindles interest in literacy and learning and helps transition learners into distance education programs.



03

OUR MODEL

01



Safe & Structured Environment

That protects and nurtures children while parents are working.

Health & Well-being

Through meals, check-ups, and immunization.

04



02



Early Childhood Care & Education

Age-appropriate learning through structured activities and play.

Social & Emotional Development

Using Behavioral & Social Change Tools (BSCT).

05



03



Continued learning

After-school bridge and remedial classes, along with digital literacy, for school-going children.

Family & Community Engagement

Through counselling, meetings, and training.

06



THEORY OF CHANGE



Protective Network

Built safe, structured ecosystem with trusted care, supervision, education access, and parental support for children.



Holistic Development

Created structured routines, learning opportunities, improved health & nutrition, and family engagement.



Transformative Impact

Preventing abuse, nurturing healthy and confident children, living in empowered families.

AREAS OF SUPPORT



Sponsor a Daycare – Cover the annual cost of running a Sunshine centre (₹12 lakh) to ensure a safe and nurturing space for children.



Expand Our Reach – Help establish new daycares in underserved communities with large populations of informal workers.



Empower Adolescents – Co-sponsor a joint program with 'Amroha Se' aimed at providing skill training and employment opportunities for adolescents.



Support Operations – Contribute towards renting a modest project office to strengthen program delivery and coordination.



LET'S CREATE HOPE TOGETHER

We believe that real change
happens when we move
together.

BE A PART OF THIS MISSION,
BECAUSE TOGETHER WE CAN

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