



THE STEELE FAMILY
FOUNDATION

**TEACH
A CHILD.
CHANGE
THE
FUTURE.**

SACRED TRUST SCHOOL PROJECT





TEACH A CHILD – CHANGE THE FUTURE

Education is perhaps one of the most effective tools in breaking the cycle of poverty. In fact, each year of primary education increases future wage earnings up to 15% or more. This is especially true in India, where two thirds of the population live on less than \$1.35 a day. And 73% of India's poor live in rural areas, where access to education is especially challenging.

It is for these reasons the Steele Family Foundation has partnered with India's Sacred Trust to build a 3-story school for children aged 4 – 18 in one of India's most rural and impoverished regions. Once complete, this school will teach 1,500 children each year, providing them the opportunity to change their future.

The school will be located in the village of Mathigiri in India's southernmost province of Tamil Nadu

and will service 35 surrounding villages. This district was once a flourishing agricultural area, however, after years of drought and a lack of good education about farming concepts and techniques, the region has fallen into extreme levels of poverty. Quality education is often too expensive and too far away. As a result, children are encouraged to become labourers to contribute to the family income, or stay home to take care of younger siblings.

We believe that if we teach a child we can change the future, and providing access to quality education will address the root cause of poverty for some of the world's most impoverished children. Our hope is to proactively develop the next generation and enable them to realize their full potential.

ABOUT THE STEELE FAMILY FOUNDATION

Established in 2007, the Steele Family Foundation is dedicated to improving the lives of vulnerable and underprivileged people. We focus our efforts on fulfilling urgent basic necessities such as; food security, shelter, clothing, and other needs. And we concentrate on breaking the cycle of poverty by increasing access to education.

MISSION

Business sense & Partnerships for social change. The SFF serves three pillars with a grass roots mindset; education, hospice services and community support.



ABOUT SACRED TRUST

Founded in 2004 as a registered charitable trust (Regd. No. 137/2004) and is a non-communal, non-governmental and non-profitable organization engaged in various development activities in Dharmapuri and Krishnagiri Districts of Tamil Nadu, South India.

MISSION

Realization of equality, dignity and self-esteem for the less privileged and vulnerable section of the society through the process of empowerment.



THE NEED

India is home to the world’s largest population living in poverty. 413 million people survive on less than \$1.35, and there are another 680 million people lacking the means to meet their basic needs (another 56% of the population). This is especially true for people living in rural regions, where 73% of all of India’s poorest people live.

And the literacy levels are just as shocking with more than one third of the world’s illiterate adults living in India. That’s more 8 times the entire population of Canada!

The situation is dire – but there is hope.

ACCESS TO QUALITY EDUCATION

By providing access to decent schools with qualified teachers, we will be giving some of the world’s more impoverished children a chance to break out of life-long poverty.

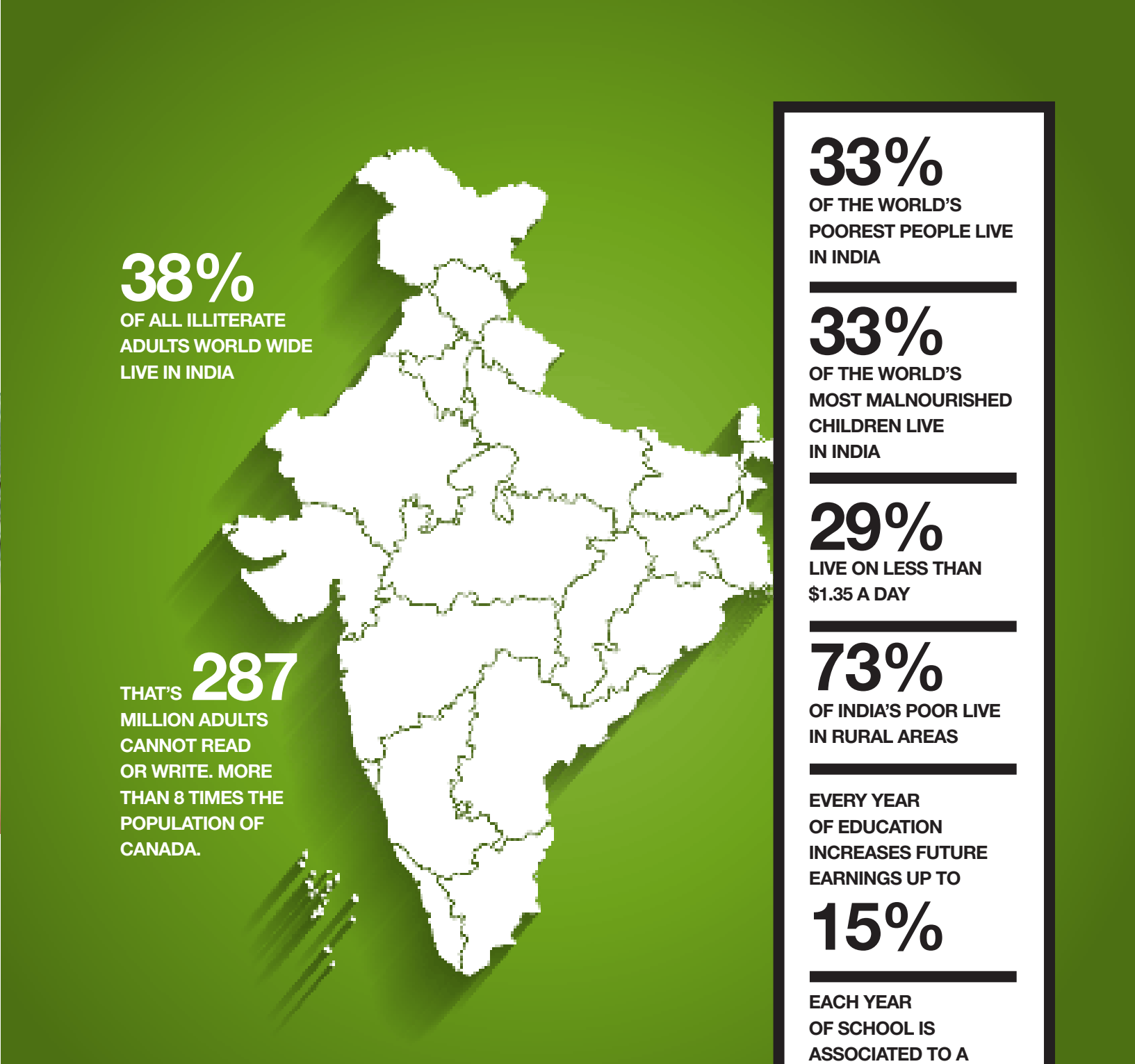
Right now, many “schools” are too far and difficult to get to for rural children, and are operated out of small houses or warehouse, often with no electricity. Almost 60% do not have access to drinking water, and an alarming 89% do not have toilets. This is especially prohibitive for female students who feel forced to drop out when they start menstruating.



BREAKING THE CYCLE OF POVERTY

It is well understood that education is one of the most effective ways to break intergenerational poverty. In fact, every year of additional primary education increases future earnings as much as 15%.

Farmers with a minimum of 4 years of primary education increase their productivity an average of approximately 9%. This is especially important for the region we are working in, where agriculture was once a booming industry (52% of GDP in 1950) but has so drastically decreased (13.7% of GDP in 2013) that some farmers are unable to feed their families, let alone make a profit.



ACCESS TO QUALITY SCHOOLS IS PRIMARY BARRIER



89%
HAVE NO ACCESS
TO TOILETS

42:1
STUDENT TO TEACHER
RATIO IN CLASS



59%
HAVE NO CLEAN
DRINKING WATER

21%
HAVE NO ACCESS
TO ELECTRICITY



33%
OF THE WORLD'S
POOREST PEOPLE LIVE
IN INDIA

33%
OF THE WORLD'S
MOST MALNOURISHED
CHILDREN LIVE
IN INDIA

29%
LIVE ON LESS THAN
\$1.35 A DAY

73%
OF INDIA'S POOR LIVE
IN RURAL AREAS

EVERY YEAR
OF EDUCATION
INCREASES FUTURE
EARNINGS UP TO

15%

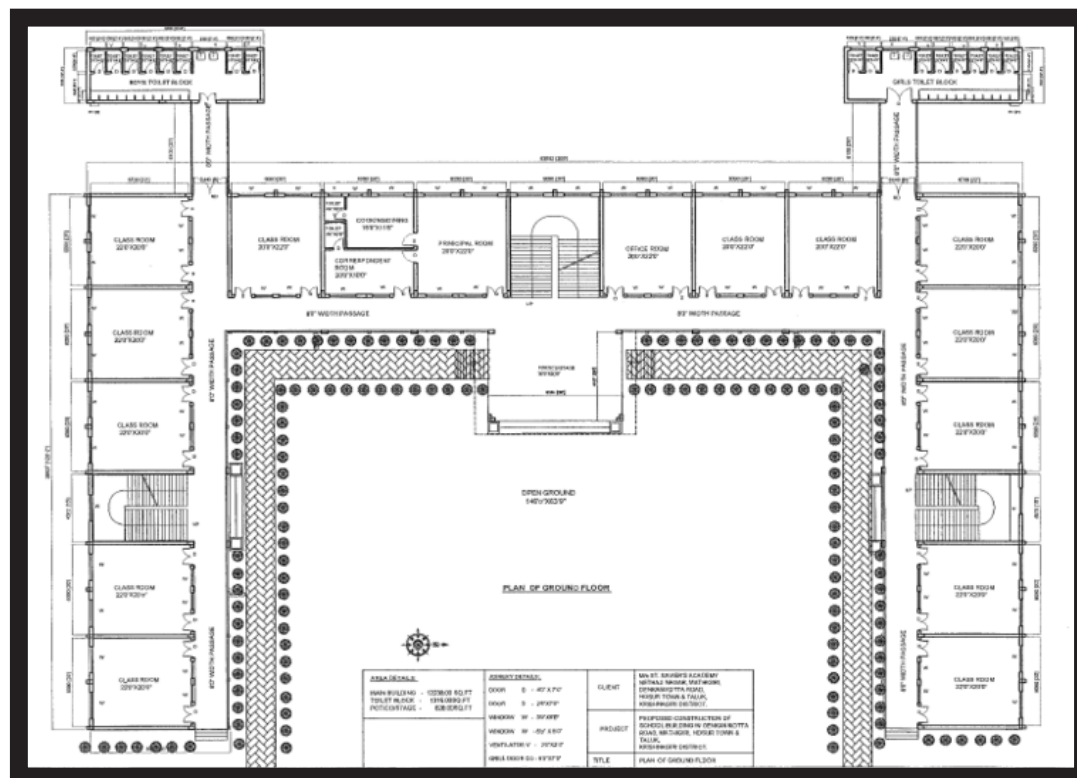
EACH YEAR
OF SCHOOL IS
ASSOCIATED TO A
DROP IN POVERTY BY

25%



THE SOLUTION

Together with the Sacred Trust, we will build a 3-story school for children between the ages of 4 and 18 in the rural community of Mathigiri. This school will service the surrounding and 35+ village, allowing 1,500 impoverished children to receive a high-quality education and an opportunity to change their future.



THE GOAL

Our goal is to raise \$2 million to pay cost of constructing the 3-story school, as well as the first 5 years of operating costs.

<i>Construction and Land Development</i>	\$1,300,000
<i>School operating costs (5 years)</i>	\$ 350,000
<i>Project management, contingency & administration</i>	\$ 350,000
Campaign Goal	\$2,000,000

THE CHALLENGE

The Steele Family Foundation believes in this project so much, they have pledged to match every donation to the campaign up to \$500,000.

THE CALL TO ACTION

We can't do it alone. We need your help. We are asking you to consider making a generous donation. Your support will provide some of the world's most vulnerable children a chance to break out of poverty – a chance to change their future.



For more information please visit www.thesteelfamilyfoundation.com

Or contact **Michael Steele**, President & Director
info@thesteelfamilyfoundation.com
tel. 905-880-7864

SITE PLAN

Our goal is to provide a “stay at home” education program that will enable the students to be educated and then stay in the area to enhance the region in which they live. Our vision is to develop a more efficient and sustainable school infrastructure to enhance the trade, farming and agriculture yields and ensure more self sufficiency overall.

Within India, a fundamental issue is regional brain drain. Once people are educated they leave their impoverished communities. The SFF plans to use the entire 6 acres of land to develop a multi platform education program that will focus not only on the minimum education requirements but the build out sustainability.

To accomplish this we need to carefully build out the SFF academy in phases of well defined education platforms starting with junior school.

THE SFF OBJECTIVE IN THE DEVELOPMENT OF THE SOUTH INDIA PROJECT IS TO CREATE A REGIONALLY SUSTAINABLE ACADEMIC FACULTY THAT WILL PROVIDE THE BASIC EDUCATIONAL SKILLS REQUIRED FOR THE LOCAL YOUTH TO BETTER DEVELOP TRADE AND SELECTIVE SKILLS. THIS WILL ALLOW THEM TO BECOME MORE SUSTAINABLE IN THE ONGOING DEVELOPMENT OF THEIR LOCAL ECONOMY AND WELL BEING.

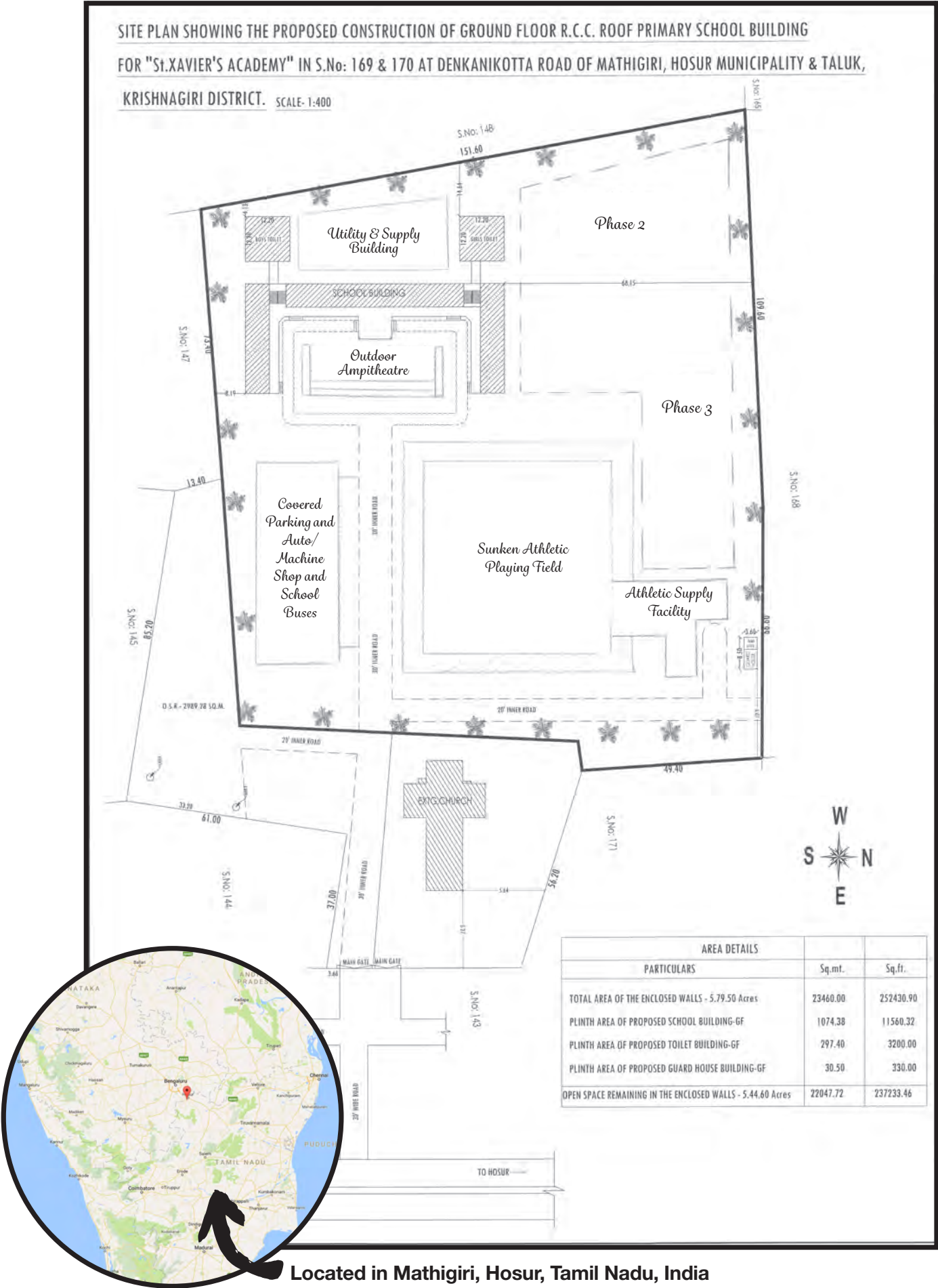
SFF has worked hard to secure the minimum amount of land (6 acres) it deems necessary to develop such a plan over a multi year program.

Phase 1 will see an elementary school for ages 4 to 18.

Phase 2 will allow those who graduate from the initial elementary program to be screened and moved on to a trade school for development of practical skills such as machinery, mechanics, plumbing, and construction.

Phase 3 will allow for a more elevated level of education with an advanced technical college for sustainable design, such as engineering, health care, etc.

All of this will be in concert with athletic and social skills programs so that the new SFF Academy is seen by the surrounding communities as a reliable grass roots source for bettering their children’s futures and improving local businesses and the social environment in which they currently live. Future visions include implementing aqua culture tanks, rain systems and food gardens.





PLANNING AND PROGRESS OF THE SCHOOL CONSTRUCTION

TEMPORARY CLASSES HELD DURING CONSTRUCTION



ABOUT US



MICHAEL STEELE

PRESIDENT & DIRECTOR

Michael Steele has been involved in many business ventures over the past years. With a degree in Civil Engineering from the University of Waterloo, he has taken on many challenges in a multitude of industries such as mining, oil and gas, food processing, real estate, and architecture. It was Michael's idea to create The Steele Family Foundation - a much anticipated goal, now realized and helping serve those in great need.



JENNIFER STEELE

ASSOCIATE DIRECTOR & MEMBER

Jennifer Steele, daughter to Michael, graduated from the Wilfrid Laurier University Honours Business program, concentrating in Marketing and a minoring in Psychology. She has also completed her certification in Image Consulting and is actively involved in the fashion sector as an international fashion model, actor and editor to a fashion magazine. As Associate Director of the family's foundation, Jennifer is responsible for marketing and creative direction, administration, management and research duties.



AMANDA STEELE

DIRECTOR & MEMBER

Amanda, youngest daughter to Michael, completed her undergraduate degree in Honours B.A. in Legal Studies at University of Waterloo. She also holds a Juris Doctor Degree from the University of Windsor Law School. Amanda currently is Articling in Kitchener-Waterloo, primarily practicing in Criminal Law. Amanda is a lover of animals, and active in the equestrian field.



STUART BOLLEFER

SECRETARY & LEGAL ADVISOR

Stuart is a senior tax partner with Aird & Berlis LLP in Toronto. Stuart has spent over 25 years practicing in the income tax area where he specializes in domestic and international wealth preservation and estate planning.

The late **AGNES STEELE** and **ELIZABETH McLAUGHLIN** were a valuable addition to The Steele Family Foundation team, and are dearly missed. Their legacy of giving back to those in need lives on through the noble work of the foundation.



For more information please visit **www.thesteelfamilyfoundation.com**
Or contact **Michael Steele**, President & Director **info@thesteelfamilyfoundation.com**
tel. 905-880-7864