

# The Heart Kids Blogathon 2006

A Special Report  
To Say

*"Thank You **From My Heart**"*

by

**Dr.Mani Sivasubramanian**

<http://www.CHDinfo.com/mission/>

For more information about the Heart Kids Blogathon  
<http://www.HeartKidsBlogathon.info>

**This report is NOT for sale. It may be distributed for free, as long as no change is made to the contents.**

Copyright 2006, Dr.Mani Sivasubramanian & CHDinfo.com. All rights reserved.

On September 9th, 2006, I did a 24-hour blog marathon, called the **HEART KIDS BLOGATHON**, for the fourth consecutive year. It is a special event to raise awareness about **Congenital Heart Disease** (heart birth defects) and generate funds to sponsor life-saving heart surgery for children from poor families who cannot afford expensive treatment.

For more information about Congenital Heart Defects, visit <http://www.CHDinfo.com> and to learn more about the Heart Kids Blogathon, go to <http://www.HeartKidsBlogathon.info>

This year's event was a huge success thanks to the active participation and support of many wonderful people like you. In all, within the 24 hour period, the Dr.Mani Children Heart Foundation raised \$21,428 (and this is not the final figure as donations are still coming in as more and more people hear about the fundraiser)

## **What is the reason for this special report?**

There are 2 things I want to do.

#1 - **Thank you**, personally, for your participation in the Heart Kids Blogathon and contributing to making it the big success it has.

#2 - **Reveal to you** the exact plan for the funds raised, so you will see exactly how your generous, caring gesture will impact a little child's life.

## **How will your funds be used?**

**The Dr.Mani Children Heart Foundation** is a non-profit organization registered in Chennai, India. Donations made to the Foundation are tax-free, and if the donor is located inside India, are even eligible for a tax-deduction in the hands of the donor.

By a streamlined, even penny-pinching approach to administrative functions, the non-core expenses of the Foundation are kept to the barest minimum possible. No salaries, perks or travel expenses of the directors or volunteers come from the Foundation's budget. The only costs involved are the expenses related to processing payments made via third-party services like PayPal and the transfer of funds into India.

**On average, over 95% of the total funds raised are used directly to fund a child's operation.**

To further enhance and extend the impact of your donation, we recently joined a

program sponsored by the State Government in which approximately 20% of the cost of a heart operation will be contributed out of Government funds, leaving the Children Heart Foundation to only come up with the remaining 80%.

This means that where we could earlier perform 4 operations, we can now fund FIVE.

For all surgeries performed under this project, the expenses are kept under tight control. Professional fees of medical personnel involved in the care of these children are either completely waived, or steeply discounted.

I will personally be performing many of the operations, and do not take a professional fee for my services. It is a personal philosophy, and I look upon it as my contribution to the charitable activity of the Foundation, in the same way as my time and services to the fundraising side of the Foundation's work is also 100% pro-bono, and does not carry any financial compensation.

It is by this combination of factors that we are able to keep the cost per operation low enough to maximize the value that your donation provides to the community of children with heart birth defects.

As we further develop our activities, the economies of scale will kick in to further enhance these effects, and ensure that your generous contribution to the Foundation produces the biggest result possible.

Of course, none of this should imply that quality is being sacrificed... it is not. No economic indicator can measure the value of a child's life and its safety, which always remains the first priority in all our activities.

## **What are our near-term plans?**

Starting as early as in the next fortnight, operations will be scheduled and carried out under this program. Initially, funds raised during earlier events will be used. At the same time, procedures to bring the funds donated during the 4th Heart Kids Blogathon into India will be instituted.

It is hard to be definite in predictions, as they involve somewhat complex Government regulatory procedures, but the entire process will take around 2 months to complete. The amount donated during this event alone will sponsor the cost of at least 8 heart operations, probably more.

**Yes, your act of generosity and love will touch 8 little lives and change them for the better!**

## **What are our long-term plans?**

The fundraisers conducted by the Children Heart Foundation and your ongoing donations definitely help fund a few operations. But heart surgery is an expensive thing, and there are at least 50,000 children and young adults in my home state of Tamilnadu alone needing surgical treatment of congenital heart diseases.

It is with a view to being able to help as many of these children as possible that we are simultaneously working on a much more ambitious proposal to establish a large corpus fund, the income of which will fund a certain fixed number of operations every year without depleting the corpus itself.

As you can imagine, this corpus would need to be large. For a project funding 100 operations every year, we have estimated it would need to be 4 million dollars. To download a detailed copy of the proposal, please use the link below:

<http://www.CHDinfo.com/chd-proposal.pdf>

We at the Children Heart Foundation are making determined efforts to source such funds, and would greatly appreciate your support in this too. If you know someone who might be able to help, or have any suggestions and ideas to try out, please let me know.

Remember, your 'reward' is the wonderful feeling that you will be impacting 100 little hearts every year!

## **How will you receive updates?**

Email has become unreliable, with filtering and blocking software interfering in what was once a simple, inexpensive communication channel.

Mailing out regular updates is expensive, and in keeping with the Foundation's philosophy, I wouldd prefer to use this money to fund operations (I'm sure you agree?)

So to work out a solution that addresses both issues - the need for reliable, regular communication with you and our other donors, but at very little cost - we came up with the idea of a 'Donors Only' blog.

The web address of the blog is

<http://www.CHDinfo.com/donorblog.htm>

It has not been updated regularly lately, but that's about to change :)

## **In Conclusion...**

Without wasting more of your valuable time, I want to thank you once again, from my heart, for the support you have extended to the Dr.Mani Children Heart Foundation and through it to the children with heart birth defects.

I look forward to your continued support over the years ahead.

All success

**Dr.Mani Sivasubramanian**

Consultant Pediatric Cardiothoracic Surgeon

**Chairman,**

*The Dr.Mani Children Heart Foundation*

<http://www.CHDinfo.com>