

"Enriching Lives, Bringing Smiles"

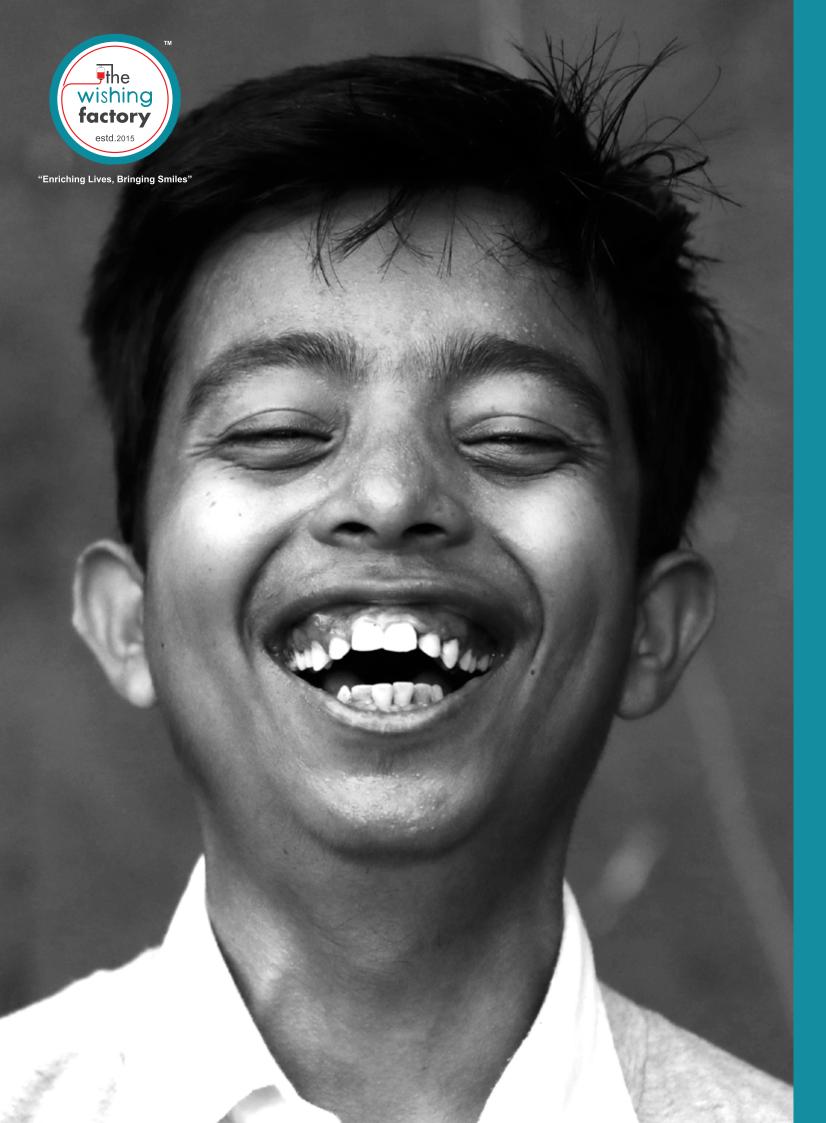
www.thewishingfactory.org



# ANNUAL MAGAZINE 2018 - 2019 (4<sup>th</sup> EDITION)

### AADHIWALI ZINDAGI MITAO THALASSEMIA TEST KARAO

An ISO (9001:2015) and 80G certified not-for-profit organisation that works towards the welfare of Thalassemia Major patients across India.















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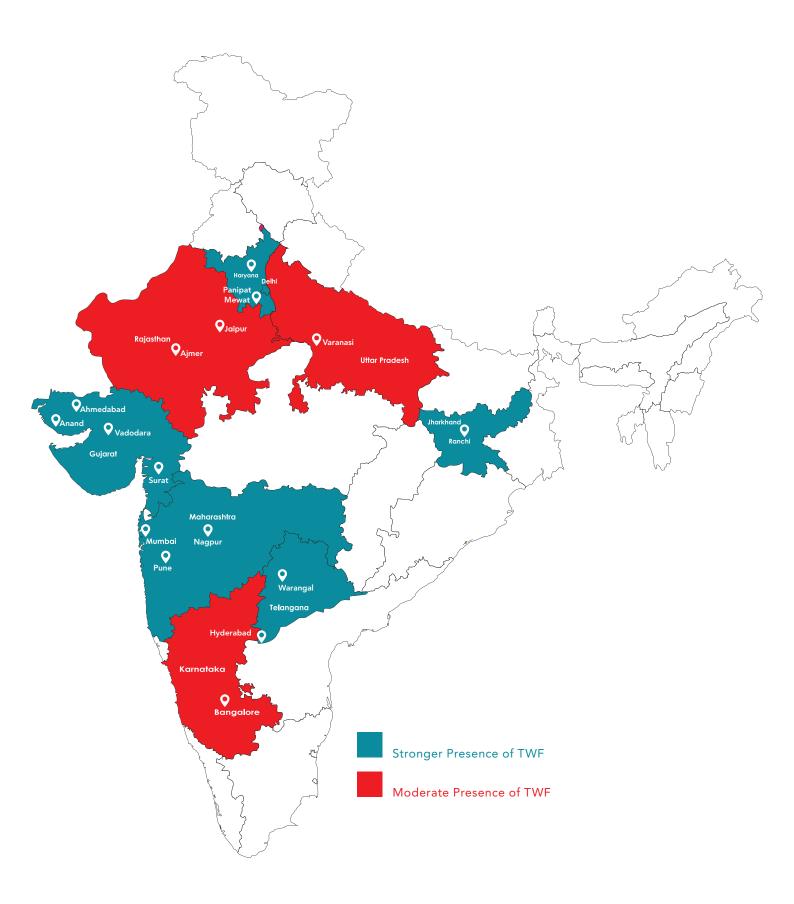
# Introduction

The Wishing Factory (TWF) is an 80G and ISO certified (ISO 9001:2015), not-for-profit organization dedicated to improving and enriching the lives of young, underprivileged Thalassemia Warriors in India. Our mission is to provide Thalassemia patients with state-of-the-art healthcare facilities and psycho-social support while simultaneously working towards our vision of making India Thalassemia free and raising awareness about the importance of a Thalassemia Test. Since our genesis in 2015, we have expanded our operations to 10 Indian cities impacting 3000+ patients in the areas of Healthcare, Experiences, Education and Patient Welfare Activities. Founded by Mr. Partth Thakur, a Thalassemia Major patient himself, TWF was born with the sole intention of enriching lives and bringing smiles to Thalassemia Warriors. The core belief for us at The Wishing Factory is to touch lives of people suffering from Thalassemia Major and to 'make every life into a lifetime'. Thalassemia though a deadly disorder, is dimly recognised . India has over 3 lakh Thalassemia Major patients and we hope to touch and impact lives of as many as possible in the years to come.

In the past 4 years we have extended medical support to patients residing all over the country through various projects, schemes and Thalassemia Wellness Centres. Patients benefitting from these projects have shown considerable improvement and are now leading a healthier lifestyle. In terms of CSR we have ongoing projects with INOX and IRCTC. We have set up a Thalassemia Wellness center in Vadodara providing free healthcare facilities to patients. Along with this, we have two new wellness centers that have recently been established in Ranchi and Mewat respectively with CSR grants received from IRCTC. A new Blood Transfusion Centre in association with Heubach Color Pvt Ltd will soon be established for patients residing in Vadodara and nearby districts. Various other healthcare projects like Hari Om Scheme, TSS-RBC plan, Good Deeds project etc have also been established in this year to ensure healthcare support is extended to the maximum number of patients.

**Nobody Gets To Live** Life Backwards. Look Ahead, That Is Where Your Future Lies JJ -Ann Landers

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Since our genesis in 2015, we have expanded our operations to various Indian cities in the areas of Healthcare, Experiences, Awareness, Education & Patient Welfare Activities

# **Executive Board Members**



"As they say, we cannot avoid the ups and downs or any obstacles that may come in our way, but we can change the way we see them."

*Mr.* Partth Thakur (Vadodara) | Founder, The Wishing Factory founder@thewishingfactory.org

"By getting associated with TWF and through that our thalassemia warriors, I got to learn so many aspects associated with their day to day life. Efforts put in by TWF bring positive change in their lives. This realization drives me to dedicate more and more time to TWF. I am also very optimistic about our genuine efforts and that it will bring about major positive changes in their life."

Dr. Isha Krishnan (Vadodara) | Assistant Professor, NVPAS (Dept. Of Biology) ishakrishnan@yahoo.co.uk





"While working with Thalassemia warriors and their parents, I am inspired by seeing how they are positively facing their day to day challenges of life. Especially I got inspired by Partth to do good work for Thalassemia warriors. At the wellness center whenever I see happy faces of our warriors, I feel happy too and it gives me a sense of purpose."

Dr. Sushma Bhandarkar (Vadodara) | Administration Head, Sujay Hospital sushamabhandarkar87@gmail.com

"It's the ease with which thalassemia can be prevented and if not, the constant emphatic support to those battling it makes me want to do more for The Wishing Factory."

Mr. Kunal Sarpal (Pune) | Founder Partner (White Collar Legal LLP) kunal@whitecollarlegal.in





"Supporting The Wishing Factory in any way possible is the most fulfilling part of my life which involves attrition to earn money. It's a cause I would wish everyone can invest themselves in so as to make the patients feel that their needs will be fulfilled. "

Mr. Bhavik Merchant (Mumbai) | Director, Swan Energy Ltd bhavik@swan.co.in

"Spreading joy, by being the Santa in everyone's life! Life is hard, & it's harder for all thalassemia patients. Fulfilling their desires (be it in terms of Healthcare, Education or Wishes) and thereby making life better for them motivates me to work and give my very best to the cause."



Ms. Aashna Shewani (Pune) | Stylist & Partner, Dulhan aashna1973@gmail.com



"I started contributing to The Wishing Factory because the team was really motivated to actually bring a difference. Seemed like a great place to start. Here I am, almost 18 months later, still supporting the cause of Thalassemia and will always continue to do so."

Mr. Chintan Ghate (Hyderabad) | Software Engineer, Google chintanghate@gmail.com

"TWF has made significant impact in terms of generating awareness regarding Thalassemia. They have been front runners in establishing treatment centers and I strongly believe in the cause and Partth's vision. I sincerely hope together, someday we can eradicate Thalassemia."

Ms. Rashmi Pant (Delhi) | Chief Biostatistician, Society for Health, Allied Research and Education India (SHARE) stats.quo@gmail.com





"The Wishing Factory inspired me to harvest my time for real warriors of life only so that I can fulfill their desires. As a member, I want to indulge in good actions and positive efforts to bring about a change in the Thalassemia community."

Ms. Pankti Palan (Vadodara) | Consultant - Admissions, OEC pankti.thewishingfactory@gmail.com

"As families try to support Thalassemia patients, I feel a lot of additional external support is required for it's management and eradication. Being a Thalassemia minor, I understand the I challenges and am only trying to contribute my bit for the community."



Mrs. Unnati Sodha (Mumbai) | Account Manager, SAP unnatisodha88@gmail.com



"I have known Partth since 18 years and I know what the patients go through and how the medical environment of our country really is, especially for the underprivileged Thalassemia community. I'm simply here to be there whenever TWF needs me. "

Mr. Nachiket Shah (Mumbai) | Medicial Social Worker, Ketto nachiket12@live.com

### Our Team



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MS. VALETA LOPES Project Manager hello@thewishingfactory.org



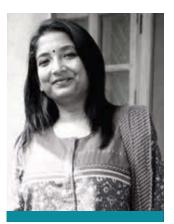
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\* - 36% of our employees are Thalassemia Major patients
- The sex ratio (males to females) is 1:2
- The mean age of our team is 30 years

# From The Founder's Desk

It is indeed a pleasure to write the fourth editorial of The Wishing Factory magazine. TWF as everyone calls it was built out of a strong urge to do something meaningful in life and perhaps this is because as a child, the fear of not being able to live as much as I wanted - always bothered me.

When we change the way we look at things, the things we look at - change. This year has been an excruciatingly important year for the organization since a lot has happened and changed for the better. We're now determined to do more quality work in the field of healthcare & education that supports patients and also empowers them. We've moved from wishes to experiences which is why we now indulge in fulfilling experiences that shape life for better, like how a 20-year-old Thalassemia Major patient wished to own an oven so that she could start her own home bakery and sell cup-cakes. Well, YOU - made that possible. We really hope that these experiences continue to empower the patients and instill a new surge of confidence in them.

I'm also happy to inform you that we now have 7 Chelation Pump Libraries spread across the country in the cities of Mumbai, Jaipur, Ranchi, Vadodara, Mewat, Warangal, and Pune. With over 80+ pumps distributed across each library, patients continue to achieve tangible reduction in their ferritin and indirectly prolonging life. We're now starting a privately-owned blood transfusion center (inspired by a center in Dubai) in Vadodara. Funded by Heubach Color Pvt Ltd and supported by Dr. Ajay Bhandarkar, this center would be the first of its kind in India and would cater to over 150 blood transfusions every month. Our list of adopted patients has now grown to over 2000+ children with the support of IRCTC, Akshay Kumar, Team Spreading Smiles & Inox Air Products. Our efforts in the area of Awareness broke all records this year after our campaign - Aadhiwali Zindagi Mitao touched 70 Million+ people on World Thalassemia Day. The campaign allowed celebrities like Sonakshi Sinha, Kunal Kapoor, Anil Kapoor, Abhishek Bacchan, Hrithik Roshan, Farah Khan, Raj Kumar Rao and many more to come under one roof and raise awareness for the importance of a Thalassemia Test. Apart from being featured in all the prime newspapers of India, we also received four awards for the overall impact and ideas pertaining to the campaign.

Our efforts towards the education sector continue to impact several patients in the form of scholarships, skill-based workshops, and extra-curricular activity aids. On the sides, this year saw numerous events such as Diwali Parties, Zumba Classes, Yoga Workshops, Dental Camps, Movie Days, etc. merely focussed - to bring smiles. Led by Ms. Neha Nayar, I'm proud and grateful to our new fulltime team that's working tirelessly on our operations and administration from our Dadar Head Office. I'm equally pleased and take this opportunity to welcome Ruena Fernandes & Valeta Lopes as project coordinator's for our head office alongside Mr. Nirav Suru who now looks after Finance and Administration. Along with Priya Vaswani, our newly joined Team Leaders Ritika Parekh & Raj Shah continue to strengthen the presence of TWF in the cities of Pune, Nagpur and Surat. So in closing, I hope you enjoy this year's edition and it fills you in with all the love and good wishes that you have otherwise showered on TWF. I sincerely hope that we do a lot more together such that it stays much beyond our existence.

### PARTTH THAKUR FOUNDER

I can love just like you, I can dance just like you, I can run just like you and more importantly I can work just like you. Yet, all I wish is if I could make red blood - just like you.

### BUT DOES THAT STOP ME? NOT REALLY.

## From the Managing Trustee

"

Once upon a time there was a college teacher, who would teach life lessons along with biological science to her students. One day two of her favourite students, came up to her to share something.

On hearing what they shared, the teacher was pleasantly surprised as well as felt very satisfied that apart from science her students had learnt the lessons pertaining to life values. She offered her unconditional support in their endeavour. She wanted to be part of it whichever way she could. One of her students was Mr. Partth Thakur, who had come up to her with the idea of establishing The Wishing Factory (TWF), to fulfil the wishes of Thalassemia Major Patients. Since that moment I, Dr. Isha Desai, am wholeheartedly attached with the organization. Partth asked me to join as a trustee of The Wishing Factory to which my reply was an instant affirmation. Initially, it was mainly registering of wishes by conducting various activities and trying to fulfil them after finding a donor. Due to my professional responsibilities and commitments, I was not able to devote enough of my time for all the activities that were carried out. During the initial days we had a big group of volunteers, who shared the responsibilities and carried out activities. They were a bunch of energetic, enthusiastic and responsible youngsters, who had a zeal to do something for the society. With their support we conducted various activities for our thalassemia patients in Vadodara. Meanwhile our Founder Mr. Partth, went to Mumbai for his further studies so TWF also spread its wings in Mumbai.

Soon we needed to look into their healthcare aspects as well. We realized that for many of them it is strenuous economically to meet the demands of their healthcare. TWF then reoriented itself towards providing accessible healthcare to them at subsidized rates. All this was possible through constant supply of donations from various sources. One of the important aspects according to me is spreading awareness related to inheritable disease of Thalassemia. Being a teacher of students approaching marriageable age, my personal preference is in this field by spreading awareness in the society prior to marriage. I took this up by visiting colleges at Vallabh Vidyanagar, Anand, Gujarat and by interacting with the students and encouraging them to take the Thalassemia Screening Test.

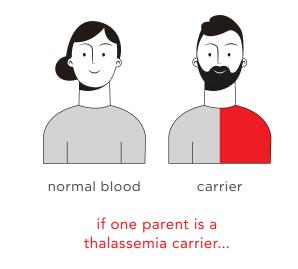
After these many years when I look back, I feel we have travelled quite far but our destination is not near. We have so many things yet to achieve. We have spread our activities in many cities of India and we are proud of it, still much more is to be done. On the way we have been joined by many kind and like-minded people who share the same feelings. With this stroll down memory lane I would like to say one last thing that come what may my association with TWF will be forever, and it is only going to grow stronger day by day.

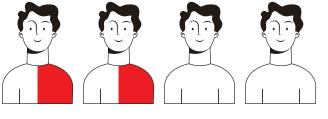
### **DR. ISHA DESAI** TRUSTEE

"Efforts put in by TWF bring positive change in their lives. This realization drives me to dedicate more and more time to TWF."

# What Is Thalassemia?

Thalassemia is an inherited condition, that is, it is something which is passed on from parents to children in a similar way as parents may pass on other physical characteristics like eye colour or the shape of a nose. Thalassemia cannot be caught or acquired in any other way. Some people are healthy "carriers" of thalassemia. Carriers are perfectly healthy and most do not know that they carry thalassemia. If a man and a woman who are both carriers have children together there is a 25% chance that their baby will be born with thalassemia. The chances are the same with every pregnancy, so a couple who are both carriers are known as a "couple at risk", because each time they have a baby together there is a 25% risk that the baby could be born with thalassemia.

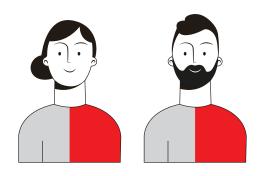




carrier

normal blood

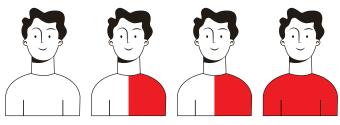
- No chance that any child will have thalassemia major
- 50% chance that any child will be a thalassemia carrier
- 50% chance that any child will have normal blood



carrier

carrier

### if both parents are thalassemia carrier...



normal carrier blood child with thalassemia

• 25% chance that any child will have thalassemia major

carrier

- 50% chance that any child will be a thalassemia carrier
- 25% chance that any child will have normal blood

"It is very important to spread the truthful information and save many lives with the help of appropriate awareness. Thalassemia will decrease gradually with collective efforts of individualls in the society."

- Vijay Rupani | Chief Minister, Gujarat State

### What Is The Treatment For Thalassemia?

Thalassemia is a condition which affects the production of red blood cells. Children who are born with Thalassemia cannot make enough healthy red blood cells, so without medical treatment most would get weaker and would fail to develop and grow normally. People with thalassaemia major will need special medical care throughout their lives.

The main treatments are:

**Blood Transfusions –** regular blood transfusions treat and prevent anaemia; in most cases these are needed around twice a month.

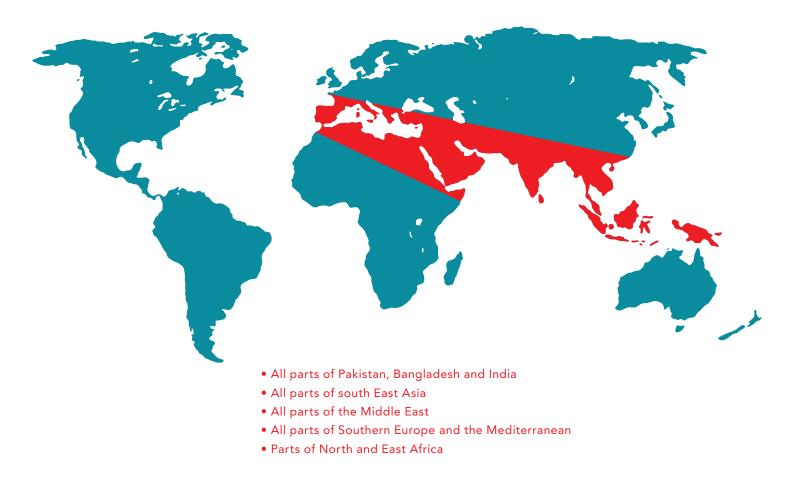
**Chelation Therapy** – treatment with medicine to remove the excess iron from the body that builds up as a result of having regular blood transfusions.

### What If I Am A Carrier?

If your tests reveal that you are a carrier, the health professional will discuss the results with you. You will not develop Thalassemia Major. However, the important point for you is that specifically before planning a family you must get your partner tested at the earliest opportunity. If your partner is not a Carrier you have nothing to worry about. At each pregnancy you have a 50% chance that the child is a Carrier like you and a 50% chance that they are normal and have no Thalassemia Genes. You have no chance of having a child with Thalassemia Major.

### **Testing And Screening For Thalassemia**

A simple blood test can tell you if you are a carrier. This test is called a carrier test for haemoglobin disorders or a "HB Electrophoresis". You should ask your general physician to arrange for you to have this test before you have children, especially if you, your parents or grandparents come from one of the parts of the world where thalassemia is common. The highest risk areas are in the following areas:





# Year At A Glance







### **EXPERIENCES**

This year on our conquest of seeking those precious moments of joy we fulfilled destination wishes for eight patients to Manali. The patients enjoyed exploring the beautiful hill stations and came back with a treasure of memories to cherish for a lifetime. We also completed wishes of six warriors who wished to rejuvenate at the beaches of Goa. They experienced the magic of luxury Eco-living at Canacona. They had an amazing experience on a cruise ride and visited various beaches of Goa where they enjoyed making sand castles and breathing in the serenity of the beautiful seaside.

We have made a transitional shift from materialistic to experience based wishes - one such wish was to experience a stay at the Hyatt Regency and enjoy the hospitality and comfort of a five-star hotel. Three patients from Delhi got the opportunity to experience the glamour and stardom of the Bollywood industry with their visit to Mumbai Filmcity. Along with these we fulfilled multiple wishes of patients who wished to sit in airplanes and helicopters and see the world from above. A bunch of cycle wishes, toy wishes and wishes to visit the zoo were fulfilled in various cities like Delhi, Mumbai and Hyderabad. Adlabs Imagica and Snow World as well have associated with us to help give memorable experiences to our patients. We also fulfilled three DSLR camera wishes of warriors who wanted to pursue their passion in photography. We have helped a warrior pursue his dedication for cooking and got him enrolled for a comprehensive cookery course. With this we stand at a wish count of 425 wishes completed. We thank all our kind sponsors for adopting these wishes and helping us in enriching lives and bringing smiles.

The happiness that we get by seeing the genuine smiles on our warriors' faces each time we fulfill a wish is what keeps us going!

### EDUCATION

To ensure holistic development of our patients in all areas of life, we have now started giving out educational scholarships to academically support our warriors. Last year ZIM laboratories from Nagpur gave out education scholarships to 4 of our warriors from Nagpur, Delhi, Mumbai and Pune. Two scholarships were given under our new initiative Educate to Empower, and the contributions were given by individual donors to support patients for their college education. Team Spreading Smiles were a great support and gave out five scholarships this year for our warriors- 3 of which were for education and 2 were for extracurricular skills which included a cookery and Tabla (musical instrument) course. The scholarships were given out to patients from financially deprived classes who have done well in academics and have shown constant progress and continued efforts towards achieving their career goals.

TWF has also tied up with Dr. Reddy's Foundation to train and employ Thalassemia Warriors with basic skills such as communication, mathematics and computers. Patients can get enrolled in the program by registering and paying a minimal training fee for the two month course. On completion of the training module, patients will be offered employment opportunities across various sectors based on their skillset.





Education Scholarships given out worth INR 3 lakhs in FY 2018-2019

25+ patients supported for education so far

I ASPIRE TO BE A GOOD PERSON

### HEALTHCARE

IRCI

This year saw some major developments in the healthcare sector. Although blood transfusions are important for patients, chronic transfusions lead to iron overload in the patients' body. However, advancements in science have significantly changed the prognosis of Thalassemia Major. We now have not only oral iron chelators but also injections that are available and have shown much better results in removing the excess iron from the body. However, the main problem which arises is that the cost of Desferal (the drug used for iron chelation through injections) and the Syringe Pump (medical equipment) is very high which is why most patients cannot afford it. We have established centres in various cities of India.

Patients come to these centres for their Iron Chelation Therapy and to avail various other medical benefits like Blood Filters and Councelling. The environment we created is a friendly and happy place with recreational as well as medical facilities. The centres are well equipped with all necessary healthcare utilities that patients require for their iron chelation therapy. We have also kept various books, games, movies, and toys for the patients so that they can have a more pleasant experience during their chelation sessions. Moreover, various art-based therapies, tuition facilities, skill-based workshops, birthday celebrations, and health-related orientation sessions are regularly conducted at these centres. The Thalassemia Wellness Centre is conceptualised so as to allow patients from economically backward sections of society to avail medical provisions at highly subsidized rates or for free and thereby improving the quality and standard of living in Thalassemia Major patients. It also gives the patients a pleasant atmosphere during their iron chelation sessions that does not remind them of the hospital and the otherwise associated complications with Thalassemia.

INAUGURATION OF THALASSEMIA WELLNESS CENTRE IN RANCHI, JHARKHAND

### The following is the impact created by Thalassemia Wellness Centre in Vadodara which is funded by INOX Air Products.

The below statistics represent the outcome of the project:

Serum Ferritin measures the amount of Iron Deposition in the human body. Thalassemia Major patients are advised to check their Ferritin levels from time to time as frequent blood transfusions lead to iron overload in the patient's body.

The mean Ferritin level of patients has dropped down drastically once they started receiving regular medicines under the project as depicted in the table

i) Average Ferritin level among patients before and after Thalassemia Wellness Centre. (across 90 patients).

#### Average Ferritin level

Centre		
Centre		
Wellness		
Thalassemia		
PRODUCTS		
After the Inception of INOX AIR		

ii) Maximum Ferritin level among patients before and after Thalassemia Wellness Centre. (across 90 patients).

#### Highest Ferritin level

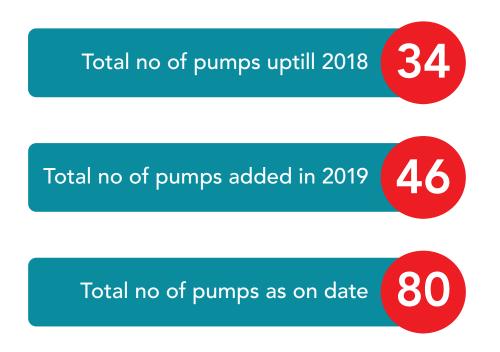
Before the Inception of INOX AIR	After the Inception of INOX AIR		
PRODUCTS	PRODUCTS		
Thalassemia	Thalassemia		
Wellness	Wellness		
Centre	Centre		
18788.6	14696		

ii) Minimum Ferritin level among patients before and after Thalassemia Wellness Centre. (across 90 patients).

#### Minimum Ferritin level

After the Inception of INOX AIR		
PRODUCTS		
Thalassemia		
Wellness		
Centre		
460.3		

We also take pride in informing that we have successfully managed to add 46 Syringe Pumps in this year across various centres and cities in India.



The Wishing Factory bears a cost deficit worth **INR 6.5 lakhs** every month by subsidising medicines for our warriors through various projects and donations.

Current Top (3) Donors FY19	Current Top (3) Donors FY19	Amount	Number of beneficiaries
IRCTC CSR (2018-19-20)	Pump Library Project (Ranchi, Jaipur, Delhi)	45.00 lac	600+
Akshay Kumar (2019-20)	Hari-Om Patient Adoption Scheme	27.00 lac	50
Inox Group of Companies (2018-19-20)	Thalassemia Wellness Centre Vadodara	25.00 lac	115

"EVERY YEAR **12,000 CHILDREN** WITH THALASSEMIA MAJOR ARE BORN IN INDIA"

### AWARENESS

We believe that for the eradication of Thalassemia it is very important for each and every person to know more and be aware about this disorder.

Keeping the same objective in mind, Thalassemia awareness sessions were conducted in various places across Pune and Mumbai which included NCMR, Exxat Systems, Ketto, Raheja Universal, Cathay Pacific Airlines and Rotary Clubs in Mumbai. The sessions were immensely interactive and thought provoking, which not only gave a sense of satisfaction to the audience but also to The Wishing Factory, who took this as a great sign for the future of thalassemia patients in India. The Wishing Factory with interactive methods told people about thalassemia and the importance of thalassemia test and blood donation.

An MOU was signed between TWF and Charutar Vidya Mandal to carry out Awareness Sessions, Thalassemia Testing and Blood Camps once a year at all colleges affiliated with them. The entire association was led by our Trustee Dr. Isha from Vadodara.

Our volunteers from Surat, Vadodara and Pune have actively been conducting Awareness Sessions across various schools, colleges and corporate offices to spread the word about the importance of Thalassemia Screening Test.

Our Founder Partth Thakur is a Tedx speaker as well, and has educated a lot of people about Thalassemia as a disorder and the importance of getting the test done. A great milestone we achieved in terms of spreading awareness was the #AadhiwaliZindagiMitao Movement, which saw an unprecedented success rate.



HB Electrophoresis (HbA2) is the screening test that is carried out to determine if an individual is a Thalassemia Carrier.



It is estimated that there are almost 30 million carriers of Beta Thalassemia in India.



India is known as the Thalassemia capital of the world.

"Awareness is the first step towards change." - Nathaniel Brande ÷.

### PATIENT WELFARE ACTIVITIES

To ensure overall development of our warriors in all areas of life, we constantly organize skill building and fun-loving activities for them. The activities include sports events, art workshops, personality development activities and fun games and celebrations.

The year started with organizing a friendly cricket match among our warriors from Mumbai, Pune, Surat and Vadodara, called the Viraj Trophy. TWF in association with Piramal Foundation had organized a Mini Carnival for our lovely Thalassemia Warriors in Mumbai. There was dancing, music, magic show and more, and all the patients had an amazing time. We even had an innovative Dance Workshop with Lipsa Acharya - who is a Dance India Dance finalist - conducting the session. The patients did not simply learn a dance routine, but in fact how to let your body free to the rhythm of the music. A visit to Nehru Planetarium and movie screenings happened in Mumbai as well as other cities. There were regular Zumba and Yoga workshops in Pune and Vadodara to encourage our patients to live a healthy lifestyle. The patients got to explore their creative side with our paper quilling workshop in Vadodara and Art workshop in Pune. Oral hygiene is very important, especially for Thalassemia patients, and so we have organized dental camps as well across various cities. We have also tried to make birthdays of our patients a little more special by having birthday celebrations every month.

Meet and Greet sessions were organized with Bollywood actors like Ranveer Singh, Prabhas and Bollywood actress Sonakshi Sinha and Huma Qureshi. The kids enjoyed spending quality time with these famous celebrities. Diwali was celebrated with full enthusiasm across all cities. We conducted Diya painting workshops at Vadodara, Nagpur and Surat followed by card making activities and Diwali Party celebrations with our warriors in Mumbai and Pune. Warriors from Delhi also visited World of Wonders - an amusement park with thrilling rides and adventure.

# In the coming year we aim to conduct more life enhancing patient welfare activities across all cities and centres.



# World Thalassemia Day 2019

Thalassemia, though a deadly disorder, is very less known in the country. This is a huge problem, because ignorance leads to a lot of people unknowingly falling victim to this disorder. On this World Thalassemia Day, which falls on 8th May 2019, The Wishing Factory strived to create mass awareness about this disorder. One of our biggest successes was the #AadhiwaliZindagiMitao campaign. The Wishing Factory had featured front page advertisements in newspapers in various cities as well. Continuing the concept of #AadhiwaliZindagiMitao, pictures of Sonakshi Sinha and Huma Qureshi with their face cropped in half was featured on the first page of newspapers including Indore Times, Surat Times, Baroda Times and Nagpur Times. Again, the idea was to get as many people as possible to get the Thalassemia test done. Our founder Partth Thakur even gave a one-on-one interview that was aired on Radio One and Magic FM.

Another huge success for us this year was when we partnered with Metropolis Laboratories to get the Thalassemia Screening test done at a flat 50% discount. This collaboration was pan India, and anybody could avail this discount at the nearest Metropolis laboratory simply by applying the coupon code. This offer started off on the 8th of May, and is valid till December 2019. TWF collaborated with Unerase Poetry - a community-based platform for promoting spoken word Hindi and English poems. Popular celebrities, Kunal Kapoor and Kubbra Sait recited a poem which highlighted the struggles of patients living with Thalassemia. A similar collaboration was done with Terribly Tiny Tales as well, which is a social media page with a vast following. They put up posts relating to Thalassemia on their page in order to create more awareness.

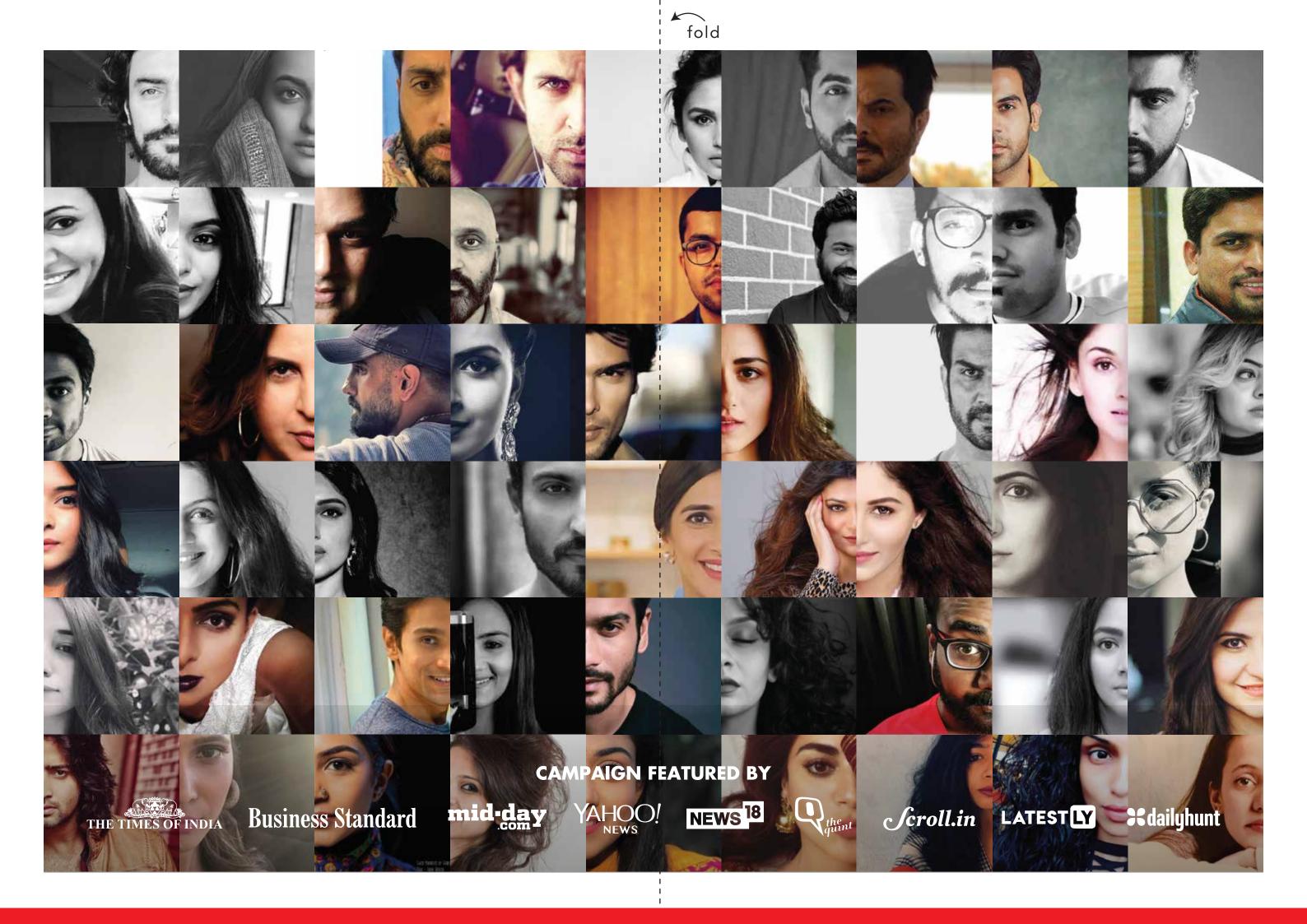
A few lucky patients had the chance to have a meet and greet with the top Bollywood celebrities Akshay Kumar and Katrina Kaif. The duo spent time with our patients on World Thalassemia Day and it will always be a memory to cherish for the organization and the patients as well. It was a great way to spend the day, and gave much needed motivation to our patients to live life to the fullest. The Wishing Factory started its very own Awards this year, called the Thalassemia Warrior 2019. This award was a way of encouraging as well as appreciating the patients who had consciously made an effort to maintain their health and had never given up hope, in light of all the adversities they had to face, due to their disorder or otherwise. The winner along with the runners-up were announced on 8th May 2019.



# #AADHIWALIZINDAGIMITAO MOVEMENT 8<sup>th</sup> MAY 2019

The #AadhiwaliZindagiMitao Movement was a mass awareness initiative, with the sole purpose of educating as many people as possible about Thalassemia.

It was carried out across various social media platforms. Within a span of few hours, this movement garnered support from famous celebrities like Sonakshi Sinha, Ayushman Khurana, Hrithik Roshan, Anil Kapoor, and many more. The main aim of this campaign was to raise awareness about Thalassemia Screening Test. Within 24 hours, our movement reached 60 million people, with more than 50 celebrities and influencers joining hands in support as well. We are truly overwhelmed by the amount of positive response this campaign got, and are sincerely grateful to each and every one who supported the #AadhiwaliZindagiMitao campaign.



# OVER 70 MILLION PEOPLE REACHED

### Through 1,500+ posts

(including over 50 celebrities and influencers)

# Expanding Globally

#### United Kingdom and India joining forces to eradicate Thalassaemia Major.

"The United Kingdom Thalassaemia Society recently hosted Partth Thakur, Founder of the Wishing Factory, at their offices in London. Partth, a Thalassaemia Major patient himself, is an extraordinary human being, having the foresight and dedication from an extremely young age to do his best to change the lives of patients and their families affected by this disorder.

In 2015, at the tender age of 20, Partth single handedly founded The Wishing Factory, a nonprofit organization with the motto **"enriching lives, bringing smiles".** To date, the foundation has managed to fund experiences and events which allowed patients and their families to do just that, enjoy brighter moments, fulfilling wishes in most cases and benefit with treatment options not previously available to many. Four years on, Partth and his team have gone on to set up new treatment centres in the remote areas, providing essential medication and pumps. He was also able to engage the attention of Bollywood superstars for a media campaign which went on to get international recognition.

During his visit to the UK, Partth met with the team at the UKTS and had several discussions on possible collaboration between the two groups. He was also able to visit the thalassaemia unit at Whittington Hospital, which is one of the main centres in the world and meet with the dedicated team responsible for treating some of the world's oldest patients."

Romaine Maharaj, Executive Director of the UKTS has stated that the discussions to date have been excellent and both teams will be launching joint initiatives shortly.



# What's Cooking In Fundraising?

We at The Wishing Factory constantly strive to work on ideas that connect awareness to fundraising. This way the people know about the importance of a Thalassemia test and then of course they have an option to support a child's treatment or education or maybe fulfill his or her wish. This year we worked on several new fundraising avenues.

The Table, one of Mumbai's most celebrated restaurants, has welcomed guests to enjoy its globally inspired cuisine and hospitality since opening in 2011. Located in the iconic Colaba area of Mumbai, The Table has been a trailblazer within the national restaurant community. The restaurant was kind enough to collaborate and organize a bake sale for us whereby all the proceeds were donated to The Wishing Factory!



We were also fortunate to meet a beautiful group of individuals known as Team Spreading Smiles earlier this year. Introduced to us by Mrs. Aarti Chugani, the group led by Mrs. Anushka Basantani has over 300+ members from India & abroad who then have an option to contribute 500/- per month or more. The group now supports the fourth largest patient welfare scheme (just behind IRCTC Scheme, INOX Scheme, Akshay Kumar Scheme) for The Wishing Factory for 30+ financially deprived patients. Also fondly known as TSS, the scheme takes care of all medical requirements for 30 patients apart from ancillary requirements such as MRI Scans & unforeseen tests. The group through its members has further also managed to donate more than 20+ chelation pumps which are displaced across various parts of India. Moreover, the group also gave out five scholarships for education and extracurricular activities.



Taking Festivities into account on Rakshabandhan our Thalassemia warrior from Pune - Hiral Shah made hand-made Rakhee's, a part of which were sold for to support our activities. Moreover, this year, for the first time, we decided to sell hand painted Diya's on Diwali. Led by Ms. Neha Nayar from the Head Office along with city chapters, we managed to sell 10,000 Diya's to corporates, individuals or across stalls. Packaged in boxes of 2,4 & 6 and priced between 80/- INR TO 200/- INR; the diya's found their way to over 20+ cities in India.



Lastly, we're also happy to introduce you to our Social Shop. TWF Social Shop is a merchandise verticle of The Wishing Factory under which we have several products such as T-shirts, Coasters, Luggage Tags, Designer Tote Bags & Diaries. These products make an excellent choice for you to give your friends, colleagues and loved ones. If you're in Mumbai, you can directly order the Merchandise at your doorstep by downloading the Scootsy App. Launched sequentially over the past one year, our merchandise has been a choice of gift by several companies such as Gujarat Fluorochemicals Ltd. & Piramal Foundation; community groups such as Saree Speaks and Be Ethenic Be Beautiful (BABE) have also supported TWF through fundraising. Led by Ms. Ruena Fernandes & Ms. Valeta Lopes, our merchandise was also sold off the counter across several stalls in NVPAS, Sindh Society, St. Xavier's College etc. Board members Aashna Shewani & Isha Desai too participated actively by conducting local drives in their cities.



Bringing Awareness + Employee/Student Engagement activities even closer, this year we took the act of crowdfunding to EXXAT LLC & Mount Litera School International. Based in Boston, New Jersey, Vadodara & Pune; EXXAT offers innovative solutions and exemplary customer service to educational communities to optimize resources and improve educational outcomes while leading the way for socially conscious businesses. Our founder Mr. Partth conducted an awareness session at both their Indian offices. After understanding the ordeals of a Thalassemia patient, EXXAT further partnered with The Wishing Factory to raise funds for Pumps and Desferal apart from organizing a blood donation camp at their office space.

Mount Litera School took up the cause of Blood Filters and 34 students came together to start a campaign to support TWF's work in tier 2 & tier 3 cities of India. The campaign reached 6 lacs+ in 30 days. Thanks to them, over 100 children will get blood filters for three months and that's the magic of a crowdfunding campaign. So what are you waiting for? Start a campaign on your birthday and make it an unforgettable one. Celebrate with us by asking for donations instead of gifts and support unfulfilled desires of Thalassemia major patients.

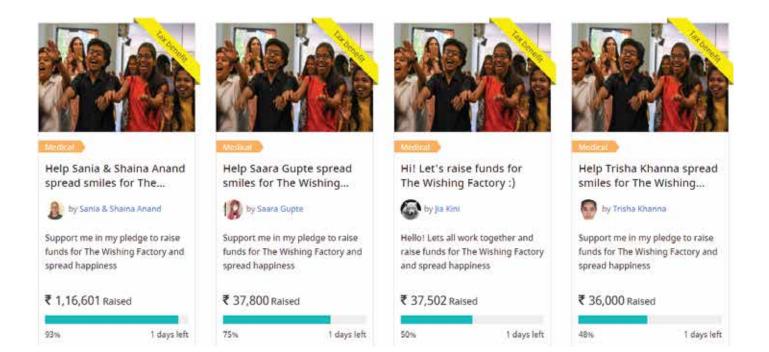
The Wishing Factory has also entered into Microdonation partnerships with Oven Magic, Le Prive, Old School, Petfeteria and Locomo Hostels in Udaipur & Mumbai. These entities offer customers a choice to donate 1/- INR over and above their bill amount so as to sustain the ancillary activities carried out by TWF. Further raising the bar, TSS on Ganesh Chathurti placed TWF Donation boxes in three Ganpati Pandals (across Mumbai) and ended up collecting 12000INR+ in three days.





₹ 6,44,848 FUNDS RAISED

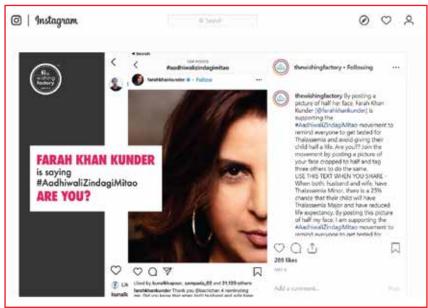
START A FUNDRAISER



So yes, if you're thinking of anything that revolves around 'doing good' then we're simply a call away. Be it payroll giving, corporate gifts, blood donation camps or merchandise stalls; we can take care of it all. Come join us and help us bring smiles.

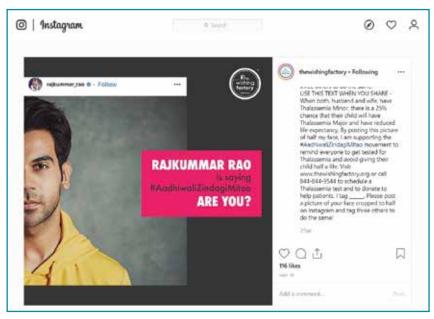
### Social For Good













## Paparazzi Speaks



#### Vadodara: Soon, lounge-like transfusion centres for thalassemia patients

ary Pricticity of TNN I Optimies: Oct 14, 2019, 11:59 JET



ON THE BLOODLINE Thelassemia major patients lack the ability to produce normal haemogicibin and experience chronic fatigue ro The anity treatment to combat severe anaemia is blood transfusion every fortnight and regular inter christition therapy Vasiodara has 114
realizationed thalassee registered thansoning patients, neighbouring districts like Dahod an arly 75



cubicle replete with a personal television may remind one of the business lounges at the alroots. But the facility coming up in Alkapuri has a more noble intention in its design it aims to alleviate the boredom for thalassemia patients at blood transfusion contres.

VADODARA: A recliner in a

A-A+

Lounging on the recliner, watching their favourite TV shows or movies, thalassemia patients can now go through the mundane process of taking blood, every fortnight or as required, sans the usual monotony.

inspired by a blood transfusion centre in Dubni, a city-based NGO - The Wishing Factory (TWF) - is bringing up its own transfusion centre on similar lines. While, TWF will run the centre, the funding for it will be provided by Heubach Colour Pvt Ltd. The founder of Sujay Urological Hospital Dr Ajay Bhandarkar has donated one floor to TWF for the centre.

"Architects call these bed less rooms, interactive spaces, where recliners and individual televisions are fitted to help patients watch their favourite shows or films on over-the-top platforms," explained Partth Thakur, founder and chairperson of TWE

### Kubbra, Kunal to the aid of

which sees Sait recite a poetic narrative. Created in association with an NGO. The Wishing Factory, the campaign aims

to highlight how the disease can be prevented with the knowledge of one's condition, prior to marriage and family planning. Sait says, "I've had the chance to interact with the [affected] children. This is a disease that we don't know about. The children

The campaign aims to highlight how the disease can be prevented with the knowledge of one's condition, prior to marriage and family planning. The video releases online today

= ..... oterno prin lafaa થેવેસેમિયા સામે ગુજરાતી યુવાનની વડાઈ, આ સેવેબ્સ પણ સાથે જોડાયા આજે પાંડું 40 સમિત 5 મૂન વડેદરાના ગુપાન પાર્થ હાટું 40 સમિત્ર મહત્વા પાળવા થયું છે. અને પ્રદેશ અભિયાન રાષ્ટ્રીય સ્વરે પલાવું પી વિદ્યાર્થ કેક્ટરી ખેનાજન્યો થારે જોયોક્ટીએ મુક્યા બટલા પીકારળ વિભાગ unie Engo Progra

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welling sectors, and well-blocks in South માં આપણા આપણા આપણા છે. આપણા આપણા આપણા આપણા આપણા છે. આપણા આપણા આપણા આપણા આપણા છે. આપણા આપીઓ આપણા આપણા આપણા આપણા છે. આપણા આપીઓની આપણા આપણા આપણા આપણા આપણા આપણા છે. 122.5. of sides langed with Ou the different tille tal B .



ા પણ કરવા કાર તમારા માંગણ પાંચમાં છે. આ તમારા માંગી દાવસ પ્રાપ્ત આ અનિયા છે છે. આ તે અને રાખ્ય આ પીલિવાની દીધા મેન્દ્ર સી બિના, કુલર દુધિરી, સુખાની દેવારીએ એટલ ફાના પ્રાપ્ત આઈના પીલ, ફાના દેવા અને વિરેશ સુધીર દિવાન પાની, દિવાર દેવા પીલા પીલા છે

માં દેવું તે તુરુ 19 શકે એ આપીઓ ખરાવ્યું. મહાં અનેવાન્સ મન્મ આનો કે તુ હે છે, પે દીવે દિવેદીયા પણ ખતુન શાવ પરિપ અભિનુ દેવેદીવાર છે મહાવાન એ વીવો પોલ્કી, પિકા સાંગ માને આ વરે ભારતી હવા છોનાદી, તેનવ, વૃત્ત કરી, જૂમાર તે આખી, પોલ-વુના કહ્યું પહેલાની વેરીઓ પીલ્કી પર છે તે બાળ કહ્યું છે છે છે છે નાવવા છે છે. આ છે પોલ્ફ માન્યુ વિભય પેલા છે અને મહીંઓ આ કેક્ષાન માત્રી અને કેમથી પછે દિવાર પોલ્ટ છા? and take 610

#### look frail, and younger than their age. When I got to know I'll be reciting a poetry piece on this, I was happy. When I read the lines, I had goosebumps. It was heart-breaking, and

also a step forward in promoting awareness about it."

Delighted to have ioined forces with Kapoor, Sait points out that being plagued with the

condition can have "children returning to the hospital every 15 days", "I'm glad to raise awareness, so that no one has to suffer the way these children do." The video releases online today, after which they will interact with interested individuals on social media

#### Tweet



4

News18 Lifestyle @News18Lifestyle

Hrithik, Ayushmann, Sonakshi & Other Bollywood Celebs Spread Awareness on World Thalasseamia Day #WorldThalassemiaDay #Thalassemia #AadhiwaliZindagiMitao Read Here: bit.ly/2Wvx9Wd



2:51 PM · May 9, 2019 · TweetDeck

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in

#### NGO ropes in celebs to spread awareness Jay Pachchigar | TNN | Updated: May 8, 2019, 12:59 IST $\sim$ -A- A+ VADODARA: On Wednesday

morning, several Bollywood actors will change their profile picture on their social media accounts to half-cropped face and appeal to their three friends to do so.

The chain of requests and change of profile pictures is not part of any film or product promotion but an appeal to join the 'Aadhiwali Zindagi

Mitao' movement



works for thalassemia patients, is an appeal to the young men and women to take thalassemia test before tying their nuptial knots. Launching the movement on World Thalassemia Day, which falls on Wednesday, on the social media platform, TWF plans to reach out to maximum people across the country for awareness

The celebrities will post their half-cropped photo and tag their three friends to join the movement.

"When, both, husband and wife have thalassemia minor, there are 25 per cent chances that their child will have thalassemia major limiting the life to 30 years. But this can be avoided if people get tests done," said founder and chairperson of TWF Partth Thakur, who is also a thalassemia major. He added that the NGO approached a few celebrities like Sonakshi Sinha, Kunal Kapoor, Huma Qureshi, Kubbra Sait, Manasi Parekh and Patralekha Paul and they all agreed for this campaign.

"The half face in the profile picture on twitter, facebook and Instagram is to remind people to consult a doctor before planning a child," Thakur said adding that with enough awareness of this blood disorder, thalassemia can be completely eradicated as it is a genetic disorder.

#### Now, thalassemia wellness centre in Jharkhand, Haryana

Jay Pachchigar | TNN | Updated: Jul 5, 2019, 11:53 IST

#### $\sim$ Α-A+



VADODARA: Thalassemia patients in Jharkhand and Haryana will soon be able to get their blood transfused for free. With efforts of Vadodarabased NGO The Wishing Factory (TWF), both, Jharkhand and Mewat district will get their first Thalassemia Wellness Centre

TWF, which already operates such centres in Vadodara Pune and Jaipur, will establish

the two new centres with the help of Indian Railway Catering and Tourism Corporation (IRCTC). "The earlier centres of Pune and Jaipur which were also funded by IRCTC received tremendous response so this time IRCTC has released Rs 35 lakh from its corporate social responsibility (CSR) funds," said Partth Thakur, founder and chairperson of TWF. Each centre will come up at a cost of Rs 17.5 lakh, an amount which is higher by Rs 4.5 lakh that IRCTC had given for the earlier centres.

Thakur said that eight chelation pumps costing Rs 2.5 lakh will be given to each centre besides the filters which will cost Rs 4 lakh. "A drug named desferal will alon cost Rs 7 lakh and the remaining amount will be spent for storage facilities and other things," he said.

Last week Thakur signed a memorandum of understanding with district collector of Ranchi Rai Mahipat Ray to establish the centre at Ranchi civil hospital. The centre will be inaugurated on August 25.

Unlike in Vadodara where patients must deposit money to rent the chelation pump, the patients in Jharkhand will be able to get the pumps for free. They will only have to deposit copies of their Aadhar card, electricity bill and ration card or last bill of hospitalization. "Around 367 patients living in Ranchi and 182 from Mewat will directly benefit from it besides other patients from the two states," Thakur told TOI.

"We hope to bring the much-needed attention towards providing healthcare facilities to these patients and thereby enable them to live a healthy life," said CMD of IRCTC M P Mall

# City gets Gujarat's first thalassemia wellness centre

#### Patients To Get Free Access To Blood Filters, Chelation Pumps

on panes at Ga ALC: N



### INIFICANCE OF CHELATION PUMP

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15.5





# Love and Recognition

Finalist, Youth Champion (iVolunteer)

**TEDx GCET - Esteemed Speaker** 

**TEDxUNPLUGGED - Esteemed Speaker** 

MIT - Esteemed Speaker 'My Startup My Story'

Speaker : Current Perspectives on Thalassemia, Delhi

Guest Lecturer - Non-Profit Management & CSR at SIES, Mumbai (2019-20)

Best Use of Hashtags (Digi Awards 2019) - Aadhiwali Zindagi Mitao

Best Use of Instagram (Digi Awards 2019) - Aadhiwali Zindagi Mitao

Best Use of Performance Marketting (Digi Awards 2019) - Aadhiwali Zindagi Mitao

Best User Generated Content (Digi Awards 2019) - Aadhiwali Zindagi Mitao



# <complex-block>

#### —— #AadhiwaliZindagiMitao —



## Testimonials



"The work being done by the enthusiastic, extremely committed and passionate team of The Wishing Factory for a noble cause is absolutely amazing and truly praiseworthy. Their selfless service and dedication is commendable. In their Founder & Chairperson Partth Thakur, we met a real life super hero. I am glad we decided to support them."

#### MR. ANIL MATAI

MANAGING DIRECTOR, ZYDUS HEALTHCARE LIMITED

"The Wishing Factory has done a great job in executing and establishing 4 projects with IRCTC for Thalassemia Major patients. They kept us informed about the progress of the project at all times and successfully achieved the promised milestone and desired impact. It's nice to see a voluntary organisation taking up matters at such a level and actually working on it. IRCTC is happy to have made a choice to associate with The Wishing Factory."

**MR. MP MALL** CHIEF MANAGING DIRECTOR, IRCTC





"It has been more than a year now, that the Inox Group decided to associate itself with The Wishing Factory to improve the quality of life of persons afflicted with Thalassemia. It gives us immense pleasure to note that the Vadodara Thalassemia Wellness Centre, supported by the Inox Group, Gujarat's first such set up, has provided comprehensive and quality health care to more than 90 Thalassemia Major patients, either free of charge or at highly subsidised rates, thus not only improving the quality of their lives, but also their life span."

**MR. DEEPAK ASHER** DIRECTOR & GROUP HEAD, INOX GROUP OF COMPANIES



"The Wishing Factory has done some amazing work in improving the lives of young, underprivileged Thalassemia Warriors in India. I urge all of you to be generous in supporting them in their mission."

SONAKSHI SINHA ACTOR



"I am honored to support The Wishing Factory in their endeavor to spread awareness about Thalassemia and help the warriors live a more fulfilling life. I sincerely hope you all will also support them in any way you can."

KUNAL KAPOOR ACTOR



"The Wishing Factory has done some great work in educating and creating awareness towards the cause, and as a public figure I hope to help them in this endeavor."

HUMA QURESHI ACTOR

# **Patient Stories**



"I really want to thank The Wishing Factory for giving me this scholarship which will help me complete my NEET and 12th Board Exams. I aspire to become a doctor and this is the first step towards my dream."

JUHI CHELANI, AJMER

"I have been practicing Yoga and it has really proven to be of great help for my body and mind. I now have better attention and focus while studying. Yoga has helped my body gain good flexibility, also the ache in my thigh region eventually stopped after practicing yoga. Now I feel more relaxed and fresh mentally and physically."

#### **RONIT DHOLWANI, VADODARA**

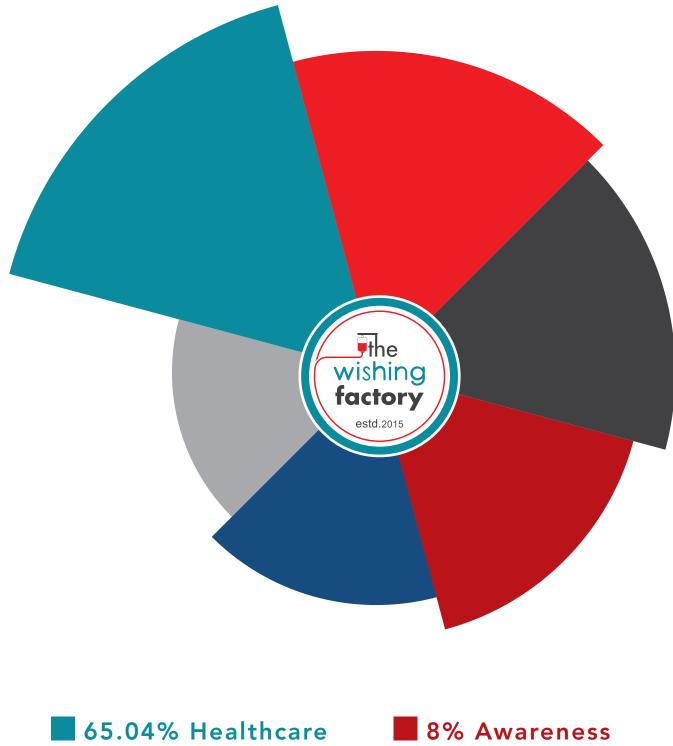




"I loved seeing helicopters around and it was my childhood dream to experience a helicopter ride. Thanks to The Wishing Factory for sponsoring and fulfilling my wish. It was the most beautiful experience that I've ever had in my life."

HARSHALA KHARAT, PUNE

# Finance Report: F.Y. 2018-2019



9.96% Corpus

9.5% Administration



# OUR TOP 10+ INDIVIDUAL DONORS



## **OUR CSR PARTNERS**















heubac









## **OUR GOODWILL PARTNERS**



## **OTHER PARTNERS AND SUPPORTERS**



# Roadmap Ahead

Our vision is to give Thalassemia Major patients an accessible and affordable Healthcare experience. In the following year, TWF aims to strengthen and increase efforts in two main areas:

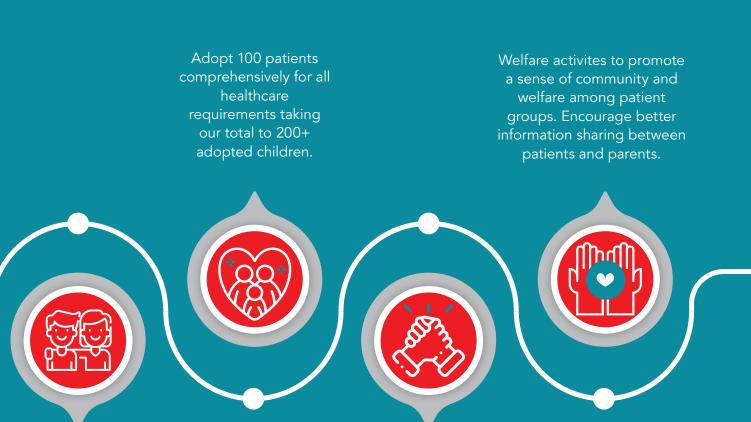
i) Advocacy and Awareness to bring Thalassemia into mainstream and thereby increasing government's involvement to provide more and better facilities for Thalassemia patients.

ii) Provision of healthcare facilities in order to improve and increase the lifespan of Thalassemia Major patients.

Inception and Governance of two Blood Transfusion centers in India. Taking our total Iron Chelation Pump count to 200 pumpsspread across at least 10 cities.



3 more Comprehensive Wellness Centres for easy, accessible and affordable healthcare provisions (such as Iron Chelation Pumps, Desferal, Blood Filters, other medications) taking our total to 11 such centers in India.



550 experience based wishes of patients to bring in smiles despite their struggles. Supporting 4 patients for BMT atleast upto 30% of the complete cost.

# Did You Know?



BLOOD DONATION REDUCES YOUR RISK OF CANCER



BLOOD DONATION REDUCES YOUR RISK OF HEART ATTACKS



EVERYTIME YOU DONATE BLOOD YOU GET A FREE HEALTH CHECK-UP



YOUR BLOOD SUPPLY WILL REPLENISH ITSELF AFTER BLOOD DONATION



# Donation Form

My donation is:
(Even a small amount can make a difference)
I am paying by:
Cash Cheque Paytm/UPI Pay later
I wish to designate my donation for:
Wish Fulfillment Healthcare Education Unrestricted
Personal Details
Name:
Dob
Profession: DOB:
Address:
PAN No. (for donations above 10,000/-):
Contact No.:
E-mail:
Please send me a receipt/report.
Please don't acknowledge my donation publicly.
I want to pay every month for a year.
I would like to make this donation in honor of someone.
(Memorial donations).
Let me know how else I can contribute/ volunteer.

To:

#### THE WISHING FACTORY

Unit No. 5, Ground Floor, Hind Service Industrial Estate, Shivaji Park Sea Face, Dadar West, Mumbai - 400028 Tell No.: 844-844-9544

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From:

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## **THE WISHING FACTORY**

#### MUMBAI

(HEAD OFFICE) Unit No. 5, Ground Floor, Hind Service Industrial Estate, Shivaji Park Sea Face, Dadar West, Mumbai - 400028 support@thewishingfactory.org
844-844-9544
www.thewishingfactory.org

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We also have our nodal centres at Vadodara, Pune, Jaipur, Warangal, Surat, Ranchi, Mewat, Delhi, Nagpur.

To subscribe for our e-newsletter - Whatsapp Us : 'SUBSCRIBE ME' SPACE 'Email Address' on +91-844-844-95-44