



Your money at work – project update

Thanks to your generous donations, we have launched the first phase of the Jobs for Moms bag program. Lathika, Nirmali and Janaki (L-R), who already have training in sewing, are the first three mothers to start sewing with us.

Testing the product in the market

We first launched our products at the annual International Christmas Charity Bazaar. To further research market demand, we designed and produced three types of bags – tote bags, colorful gift bags and drawstring bags. We promoted the use of colorful cloth gift bags for presenting gifts this season in order to minimize the use of paper wrapping. Our drawstring bags – or our 'everything bag' – has been used to buy and store produce, shoes, books etc. Their use is only limited by our customers' imaginations.

Marketing & Sales

We are pursuing three different paths to increase sales and awareness of our product.

- Custom orders for corporates and individuals – we have filled three orders to date
- Retail sales points – as of the 5th of December our bags are available in Prana Lounge, Colombo and will also be sold at the [Bhumi](#) Store when it opens next month
- Ongoing orders – we are looking to fill the packaging needs of retail stores by creating branded customized bags – each bag comes with an inner label which includes the E.A.S.E. mission and website address as well as a Jobs of Moms logo (subject on client requirements)

What our mothers say:

Nirmala, who previously worked as a seamstress, used to earn Rs. 9,000 a month working nine-hour days. She was also required to travel, on her own account, and purchase the accessories required. She is extremely excited about this program and hopes that she will soon be able to focus all her time on the Jobs for Moms orders.

Janaki is now able to put some money aside for emergencies and save for her son's future. She says having this extra income makes her feel strong and stand taller.

Together with our mothers we thank you for "being the change you want to see in the world"

About E.A.S.E. Foundation

E.A.S.E. Foundation, since its inception in 2007, has been working to ensure that people with disabilities, especially children, access their rightful place in mainstream life. We achieve this through our pioneering programs that Educate, Advocate, Support and Empower people with disabilities and their families. Our programs are directed at society, as well, to create a "World Where We All Belong." Our special advantage is that our co-founder/co-president Mr. Chandima Rajapatirana, being a person with autism, brings us an insider's knowledge of the needs and dreams of people with disabilities. A volunteer board of trustees with impeccable reputations, relevant experience and lifelong commitment strive to achieve these very important goals to uplift the most marginalized and vulnerable citizens. We are a government registered Social Service organisation – Reg No. L-147104. Our annual audits are always excellent and we are committed to accountability and transparency.