



TULA TEA

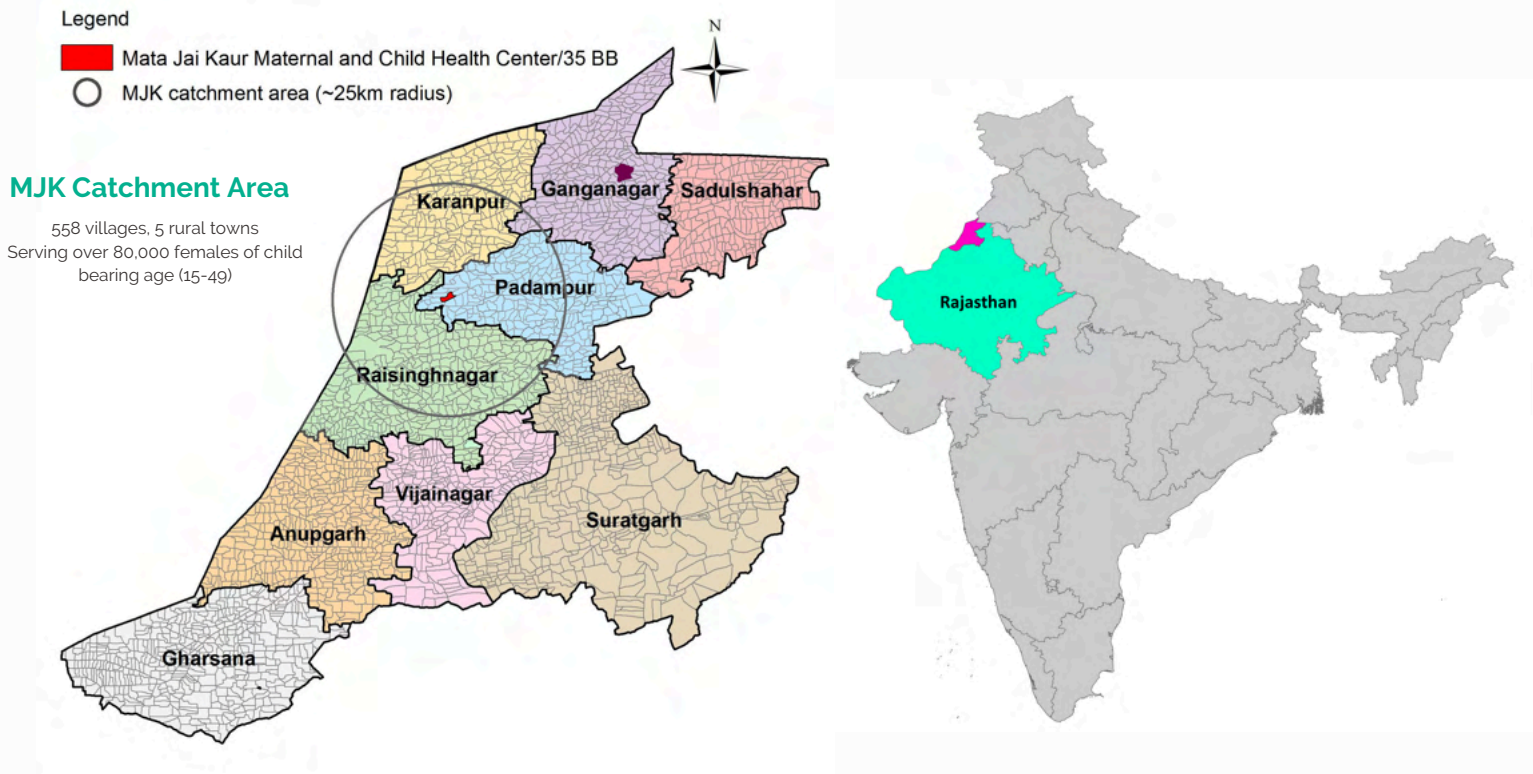
**TULA TEA PRESENTS:
AN EVENING OF EMPOWERMENT**

**CREATING CHANGE.
SUPPORTING WOMEN'S HEALTH
AND WELL-BEING IN INDIA.**



**PROMINENT HOMES
CHARITABLE ORGANIZATION**

MATA JAI KAUR MATERNAL AND CHILD HEALTH CENTRE



Mata Jai Kaur Maternal and Child Health Centre provides quality health care to vulnerable women in rural Rajasthan free of cost. Mata Jai Kaur is a non-profit organization established in 2009 in the village of 35BB, district Sri Ganganagar, Rajasthan, India.

The organization was founded by Baldev (Deep) Shergill in memory of his mother, Mata Kartar Kaur, who died in childbirth with him in Rajasthan 68 years ago. Deep's grandmother, Mata Jai Kaur, took over raising him at the age of 85. Deep's vision was to prevent maternal death due to lack of access to proper maternal care.

Our mission continues to be to improve the health of vulnerable mothers and children through the provision of high quality health care in a safe, hygienic, and women-centered environment.



Mata Jai Kaur with her grandson Deep, the founder of Mata Jai Kaur



Dr. Sophia Sandhu and Dr. Sonya Jensen

“As we have grown into women, mothers, and healthcare providers, we have come to recognize the unique needs of women in their mental, physical, and emotional health. Our goal was to create not only delicious tea blends that align with women’s unique hormonal needs, but to also create a movement in which those needs are hailed as essential to meet.”



Baldev (Deep) Shergill, and Aneel Brar (Co-founder and Executive Director of Mata Jai Kaur)

“We envision a society where women are empowered as agents of change and girls are free to achieve their highest potential.”

TULA TEA DOES MORE THAN SELL TEA.

An integral part of their philosophy is to empower women, and through them, empower their communities. Tula Tea proudly donates 3% of profits to Mata Jai Kaur.

Tula Tea's philosophy echos the mission statement of Mata Jai Kaur. They have come together to celebrate women, lift their voices, and empower them.

TO FURTHER SUPPORT THIS VISION, TULA TEA IS SEEKING TO RAISE SUPPORT, AWARENESS, AND FUNDS FOR MATA JAI KAUR FOR THIS WOMEN-CENTERED INITIATIVE.

WHO WE ARE



Mata Jai Kaur
MATERNAL AND CHILD HEALTH CENTRE

**ALL SERVICES ARE
PROVIDED FREE OF COST**

MATERNAL CARE

- Comprehensive Prenatal Care
- Diagnostics
- Medicines
- Reproductive Health Education
- Safe child birth services
- Access to safe surgeries
- Postpartum care

COMMUNITY BASED MENTAL HEALTH

In 2018, Mata Jai Kaur developed a community-based mental health program, providing much-needed care to pregnant women and new mothers suffering from **depression, anxiety, suicidal ideation, and gender-based violence.**



WOMEN'S HEALTH AND DISEMPOWERMENT

India experiences the second highest total number of **maternal deaths** (deaths due to pregnancy) in the world. Within India, rural Rajasthan women are among the most at-risk for maternal death.^{1,3}

India has among the world's worst **gender inequality**, ranking 127/146 in terms of gender parity along four dimensions: Economic participation, educational attainment, health and survival, and political empowerment.⁴

20% of marriages in rural India are **child marriages**, increasing the risk of pregnancy complications, violence, marital rape, and isolation.⁵

1 in 4 women suffer from **perinatal depression** (during pregnancy and up to 1-year postpartum), virtually none will access mental health services.⁶

An estimated 41% of women report experiencing **domestic violence** in their lifetime and 32% of married women reported having physical, sexual, emotional violence by their husbands.^{7,8}

Suicide is the leading cause of death among women aged 15-39, the primary age for marriage and pregnancy in rural India:⁹

1. Meh, C., Sharma, A., et al. (2022). BJOG: An International Journal of Obstetrics and Gynaecology.
2. Horwood, G., Opondo, C. et al. (2020). BMJ Open.
3. Trends in maternal mortality 2000 to 2020: estimates by WHO, UNICEF, UNFPA, World Bank Group and UNDESA/Population Division (2023). World Health Organization.
4. Gender Gap Report 2023: Insight Report (2023). World Economic Forum.
5. National Family Health Survey - 5 2019-21. Ministry of Health and Family Welfare, Government of India (2020).
6. Roddy Mitchell, A., Gordon, H. et al. (2023). JAMA Psychiatry.
7. Chandra, R., Srivastava, S., Singh, et al. (2023). PLoS ONE.
8. Kalokhe, A., Riva, C. et al. (2017). Glob Public Health.
9. Dandona, R., Kumar, G., et al. (2018). The Lancet Public Health.

WHAT WE HAVE DONE

1200+

BABIES DELIVERED

20,000+

PRENATAL OUTPATIENT VISITS

73

SURGERIES PROVIDED TO WOMEN SUFFERING FROM URGENT NON-MATERNAL CONDITIONS

5,000+

PREGNANT WOMEN AND YOUNG MOTHERS SCREENED FOR DEPRESSION, SUICIDAL IDEATION, AND OTHER MENTAL ILLNESSES.

700+

WOMEN ENROLLED IN OUR COUNSELING PROGRAM

85%

OF PARTICIPANTS EXPERIENCED IMPROVEMENTS IN DEPRESSION SYMPTOMS

WE HAVE RECRUITED AND TRAINED 21 LOCAL WOMEN TO PROVIDE COMMUNITY BASED MENTAL HEALTH CARE.

EMPOWERMENT

Counsellors have become **confident role models**, and have taken on training and supervisory roles as the program expands. Counsellors also developed **management and leadership skills**, and **earned a salary**.

Visit matajaikaur.org or tulateasgala.com for more information



MAKE AN IMPACT

100% of proceeds to go directly to supporting Mata Jai Kaur and initiatives.

HOW YOUR DONATION IMPACTS MATA JAI KAUR

\$10,000	\$5,000	\$3,000	\$1,000-\$2,000
Pays for up to 10 complicated pregnancies and/or deliveries	Covers the delivery of community health based mental services for 1 month	Covers essential surgeries for 2-3 women	Covers comprehensive prenatal care and diagnostics for up to 10-20 women

SPONSORSHIP OPPORTUNITIES

<p>PLANTINUM SPONSOR \$10,000</p> <p>Entire table with reserved premium seating Logo and/or name on event website Premium location of logo and/or name on event signage Recognition on gala programme Verbal recognition at event Social media mention Photograph with VIP entertainers</p>	<p>GOLD SPONSOR \$5,000</p> <p>Entire table with reserved premium seating Logo and/or name on event website Logo and/or name on event signage Recognition on gala programme Verbal recognition at event Social media mention</p>	<p>SILVER SPONSOR \$3,000</p> <p>4 tickets to event with reserved seating Logo and/or name on event website Logo and/or name on event signage Recognition on gala programme Verbal recognition at event Social media mention</p>
<p>CULINARY SPONSOR \$3,000</p> <p>4 tickets to event with reserved seating Logo and/or name on event website Logo and/or name on event signage by the photobooth Recognition on gala programme Verbal recognition at event Social media mention</p>	<p>BEVERAGE SPONSOR \$2,000</p> <p>2 tickets to event with reserved seating Logo and/or name on event website Logo and/or name on event signage in the bar area Recognition on gala programme Verbal recognition at event</p>	<p>FRIENDS OF MATA JAI KAUR \$1,000</p> <p>2 tickets to event with reserved seating Recognition on gala programme</p>

HOW TO DONATE

Online donations*

Made to Mata Jai Kaur's parent organization; a Canadian Registered Charity: Prominent Homes Charitable Organization (PHCO)
www.prominenthomes.ca/cal-gary/giving-back
www.matajaikaur.org/sponsor

Cheque or bank transfer*

Made to "Prominent Homes Charitable Organization".
 Contact Carmelina@prominenthomes.ca to arrange payment

*Donations are tax deductible and tax receipts will be provided

**SUPPORT OUR SOCIAL INNOVATION.
EMPOWER VULNERABLE WOMEN AND GIRLS.
MAKE AN ACTUAL DIFFERENCE.**

**AND OF COURSE,
BUY SOME TEA.**

 www.tulatea.com





TULA TEA

 [@tulatea_blends](https://www.instagram.com/tulatea_blends)
 [Tula Teas Inc.](https://www.facebook.com/TulaTeasInc)

TULA TEA PRESENTS: AN EVENING OF EMPOWERMENT

Save the Date: September 12th, 2024
Location: Vancouver, B.C.

Stay tuned for event details and updates
 www.tulateasgala.com

For questions about the gala, sponsorship, or to get involved
 2024gala@matajaikaur.org



For more information
about Mata Jai Kaur:

 aneel@matajaikaur.org

 <https://www.prominenthomes.ca/calgary/giving-back>

 <https://matajaikaur.org/>



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