



Optima Foundation - Poverty Relief

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Established: 1996

News Letter – Issue 12

January 2005

New Year Greetings!

First of all let us wish you a **Happy and Peaceful New Year**. It has taken almost a year since we published our last issue of the News Letter. We do apologise to our readers for this delay.

As you would have noticed, the publication address has changed. This is due to the relocation of Tom Jeyendran to the Isle of Man, taking up a post as the Lecturer in Strategic Management at the Isle of Man International Business School.

This has somewhat affected our ability to publish more issues of the News Letter during 2004. It has also impacted on our ability to raise funds for our **'Spirituality in Action'** programmes. Thus, this year we were unable to support the orphanages and children's homes in Chernigov (Ukraine), Bosnia and Romania.

Love All Serve All

What did we achieve in 2004?

On the 28th November Optima Foundation organised the feeding of children in two orphanages (Sri Lanka) to

celebrate the life of late Mr. Peter Kingsley-Ducane.

Late Mr. Kingsley-Ducane had been active with the British Humanitarian Aid focussing on Romanian underprivileged children since 1991 until his demise on the 28th November 2003. While his dedication and enthusiasm is greatly missed by the voluntary service community, his work still carries on under the leadership of Ms Anita Bhardwaj.

Optima Foundation is grateful to Ms Bhardwaj for sponsoring the celebratory events on the 28th November.

As in the past, we were able to support the **'Spirituality in Action' Day** on the 13th of December (The day after the 3rd Advent Sunday!). On this day we provided a hearty meal to around 1000 under privileged children in seven orphanages and children's homes (Sri Lanka).

While issuing this Newsletter, we have already started our **'Spirituality in Action - 2005'** activities. We spend around 50 Pence per child per meal for the celebration / party.

In this venture every Penny counts. So we trust, once again we can call upon your support.

Thank you and God bless you all.

Tom Jeyendran
Hon. Secretary / Editor

Dear Mr. / Ms. Corporation!

Does your Corporate Social Responsibility Strategy stretch far enough?

Twenty years have elapsed since the chemical gas poisoning in Bhopal in India. The under privileged children in Bhopal are still suffering in the same way as the children of Chernigov orphanages following the Chernobyl Nuclear Power station explosion.

Our plea to the large organisations dealing with the hazardous materials is this,

'Does your Corporate Social Responsibility strategy consider those who might be affected by the activities of your business, especially the underprivileged children?'



For further information –

Please write to: Miss Valli Luschwitz (Hon. Chairperson)
At Optima Foundation

Or: **email:** tom_jeyendran@yahoo.co.uk
Telephone: Tom on 01624 671297

Bankers:

National Westminster Bank
10, St. Peter's Street, ST ALBANS, Herts
AL1 3LY
Sort code: 60 – 18 – 11
Account Number: 45319502

Lifelong learning

The learning experience

After completing the tutelage with the Master, the disciple came to the Master to say "Good Bye".

The Master blessed the disciple and said, "Climb the mountain, by all means, but look back at the footsteps to see what you are leaving behind".

The duality

Evil begets evil, good begets good

Mind is the forerunner of all evil states. Mind is chief; mind-made are they. If one speaks or acts with wicked mind, because of that suffering follows one, even as the wheel follows the hoof of the draught-ox.

Mind is the forerunner of all good states. Mind is chief; mind-made are they. If one speaks or acts with pure mind, because of that happiness follows one, even as one's shadow that never leaves.

*The Dhammapada – The Twin Verses Chapter 1:
Verses 1-2 - Buddhism*

Thoughts of wisdom and foolishness

Dead flies can make the whole bottle of perfume stink, and the little stupidity can cancel out the greatest wisdom.

It is natural for a wise man to do the right thing and for a fool to do the wrong thing. His stupidity will be evident along the way; he lets everyone know that he is a fool.

Ecclesiastes 10:10 Judeo-Christianity

The Duty

And the servant of the Lord must not strive; but be gentle unto all men, apt to teach, patient.

(Timothy II – 2:24) Christianity

Great people –

Great people (with fame!) do not possess creative or destructive thoughts

They will never deviate from the state of straight-forwardness and seek joys

You should always share your inner joy and happiness with others. Then you are sure to move into the state of actual structure of (your) soul.

Holy Divine Stanzas 17:268 Hinduism

On a lighter side

A lamenting Sumerian school boy around 4000 years ago scribbled on a clay tablet (similar to modern day graffiti artist!) to show his frustration that he had to attend school for 24 long days in a month, while he was allowed to attend festivals for only 3 days and another 3 short days were given for rest.

Studying was harsh even in those days!

Tom Jeyendran

Optima Foundation – Poverty Relief

Our Aim

Optima Foundation exists to provide Poverty Relief on a global basis, thus reducing the physical, intellectual and spiritual hunger. In this mission, Optima Foundation aims to promote the Five Lamps concept in Human Values. They are **Love, Peace, Truth, Right Conduct and Non Violence.**

Our Commitment

Optima Foundation is fully committed to the Principles of Interfaith Harmony and Human Values. Thus we shall

carry out our work, rising above any social barriers resulting from gender, race, class, religious affiliation and physical or mental limitations of individuals.

Optima Foundation has no political or sectarian alliances or affiliation and is funded by donations and membership fees only. Currently, every Penny collected (100%) is spent on the under privileged children in various countries. Administration costs are borne by a few selected benefactors and the committee members.

Our Objectives

In the Short and Medium Term, Optima Foundation shall:

1. Sponsor feeding Programs for children in need
2. Provide books to orphanages and children's homes to enhance their educational abilities.
3. Promote religious harmony among young children and develop interfaith understanding.
4. Provide training and development workshops for the volunteers, members and supporters.
5. Help those who endeavour to help themselves

