

Odha Do Zingdagi- FAQ

1. What is this campaign about?

Odha Do Zindagi is Goonj's annual winter campaign to raise awareness about the need for warm clothing in winter. **For more than a decade now, Goonj has been talking about Winters as an annual disaster** for people who don't have enough to cover. We firmly believe that 'Cold doesn't kill people, lack of clothing does'.. and this winter will be yet another disaster for the millions of people affected by the massive flood this year.

2. How can I take part in this campaign?

There are different ways you can support this campaign. You can contribute woolens, shawl, blanket, sweater etc at the nearest Goonj dropping center or you can organize collection camp/drive at your workplace, residential area, school, college etc. You can also support the campaign through monetary contribution.

3. What can I contribute?

There are many things that you can contribute for this campaign like shawls, blanket, sweater, woolens, socks, jacket, muffler, gloves, etc.

4. What are the most urgently required materials for this campaign?

The urgently required materials for this campaign are blanket, woolens, socks, shawls and footwear.

5. Where can I drop the contributions?

You can drop your contributions at any of the Goonj dropping centers or office.

6. How are the contributions used?

The material given by people in the cities comes to the GOONJ processing center in that city. Here it is sorted and packed according to various criteria like, age, gender, wearable, un-wearable, woolen etc. Then based on the requirement expressed by the rural partner groups the material goes to different parts of the country by transportation trucks. The partner groups receive it and further distribute it among their communities.

7. How can I make monetary contributions for this?

Here are some options below to contribute:

- **For directly transfer in the Goonj account –**
<https://www.goonjapp.in/donation/>

- **You can also make a cheque/ draft in the name of GOONJ** and send to GOONJ, J-93, Sarita Vihar, New Delhi-110076, Tel.- 011-41401216.
For receipt purpose, please send your name, amount, email ID, tel no. and address to priyanka@goonj.org , with date & mode of transfer, transfer code/ cheque number, Bank's name and location with last 4 digits of your account number.

8. How can I organize collection camp or drive at my place?

First please talk to us about what exactly do you want to do including the basic information, what, where, how, when, why. Once we have the basic information we can guide you on what steps need to be taken before initiating a collection drive. If need be we will also provide you leaflets for local publicity and manpower. Organizing a collection drive may sound like a simple enough thing, but having done it consistently for the last 11 years, trust us that we know where the usual bottlenecks come up. We want your collection drive to be a big success, it not only helps us, it encourages more people to take up this kind of initiative.

9. How can you ensure these materials will reach the people in need?

We have extensive and detailed feedback system, where we know even details like which village, which person got what clothes. We back up these reports with personal visits to talk to the village people directly, to get first hand insight.

10. Can you pick up from my home/office/school etc?

As a policy we don't pick up material from individual homes. There are dropping centers in some parts of the cities where we work. You can go and give material at a collection center close to you. In case of schools, colleges, other institutions and corporates, since they have the means and the access to their own transportation, we request them to consider the dropping of material as the organization's contribution towards our work. Transportation-inter and intra city, is one of the biggest costs in our work.