



IMPACT REPORT



ABOUT FUNDS FOR FOLK

In 2020 as the world of performance came to a halt, these proud breadwinners and cultural torchbearers were left stranded.

Tenma (Artiste and Music Producer), Gana Muthu (Gana Singer and YouTuber) and Shreya (Arts Development Consultant and Entrepreneur) throughout 2020 were supporting these artists in their own ways. When the second wave hit in 2021, instead of working in silos, they decided to join hands to provide these vibrant artists with urgent and immediate relief.

'Funds for Folk' was brought to life by the three of them assist these artists with basic necessities required for their sustenance.

OUR PURPOSE

This fundraiser aimed to go beyond the bounds of providing materialistic help and expanded itself to ably provide artists with holistic support structures that attended to their overall well-being. Designed to work WITH the artists, we compiled and audited their needs, and thoughtfully put together a Care Relief Package exclusively for them. In this package we provided:

1. Groceries (wet and dry, inclusive of oil, wheat, dal, vegetables, rice, etc.)
2. Hygiene products (inclusive of masks, soaps, sanitisers)
3. Sanitary products (for female hygiene)



1200+

ARTISTS
SUPPORTED
ALL THANKS TO
YOUR CONTRIBUTION

THE FUNDRAISER

fff funds
for
folk
a fundraiser to aid
disadvantaged artists

நாட்டுப்புற கலைஞர்களுக்கான நிதி உதவி
நலிவடைந்த கலைஞர்களுக்கான நிதி திரட்டல்

Milaap Campaign

The funds for folk campaign was started at the end of May to raise awareness and collate funds to provide relief to the disadvantages folk artists.

Bhoomika

A production by Bharatanatyam dancer Ramya Harishankar and Arpana Dance Company to support the fundraiser was staged in early May 2021. Bhoomika shared the stage with 3 other companies in "Awe & Wonder", a unique collaboration between scientists and choreographers produced by Donna Sternberg.

"Awe & Wonder"

Coffee Event

A sensory stimulating, ticketed coffee tasting online experience led by Vignesh V, to explore various flavour profiles of South India's favourite beverage - Coffee. Revenue of this event was donated to the campaign.



4 THE FUNDRAISER



6 Yards of Hope

A first of its kind auctioning initiative to raise funds, in collaboration with Christopher Gurusamy and Panjavarnam Silks.

The auction started on June 14th and ended on June 26th and was exclusively held on the instagram page of Panjavarnam Silks. All bids started at INR 4500. The highest bidding saree went for INR 26,000 with collectors from all over the world bidding and winning these exquisite sarees.

All the sarees auctioned were owned by leading classical dancers and musicians who generously came forward to lend their support to this initiative. The artists included:

- | | |
|----------------------|------------------------|
| • Rhadha Ramanathan | • Priyadarshini Govind |
| • Sudharani | • Anita Ratnam |
| • Raghupathy | • Rama Vaidyanathan |
| • Chitra Visweswaran | • Bragha Bessel |
| • Alarmel Valli | • Srinidhi Chidambaram |
| • Malavika Sarukkai | • S. Sowmya |
| • Leela Samson | • Nithyashree |
| • Aruna Sairam | • Mahadevan |
| • Bombay Jayashri | • Vidhya Subramanian |
| • Geeta Chandran | • Urmila |
| | • Sathyanarayanan |

SUMMARY

20th MAY
Milaap Campaign Live



6th JUNE
Coffee Tasting Event



24th JULY
2nd Round of Relief



Funds Collected

25 L



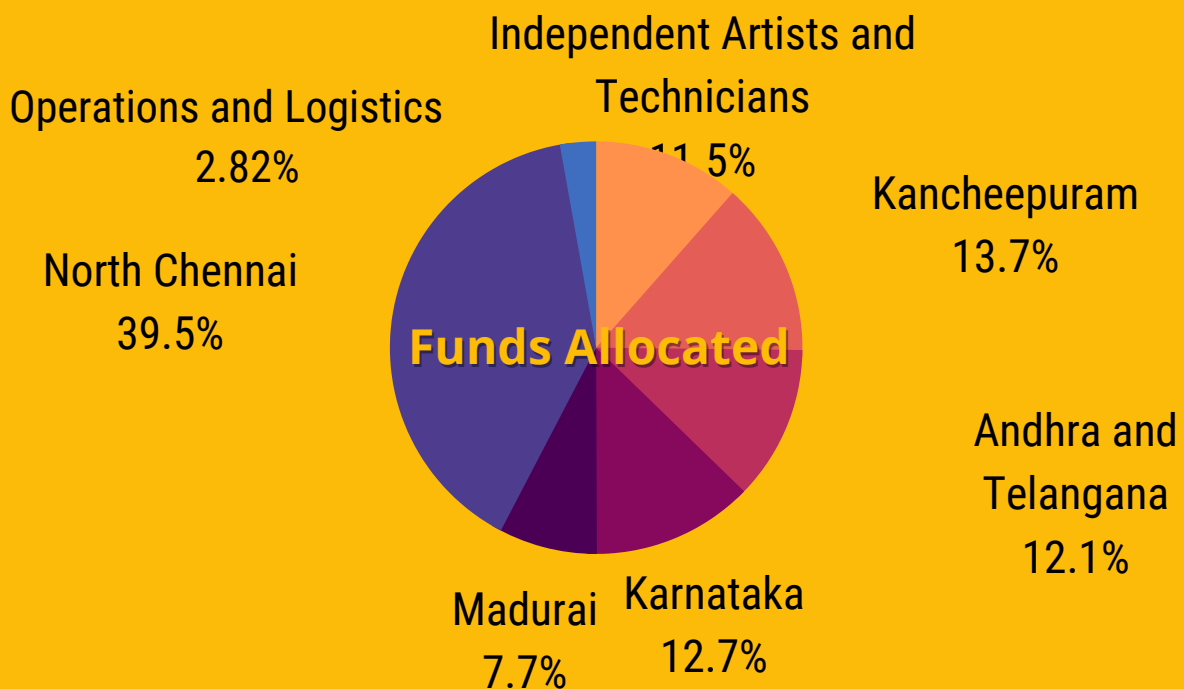
14th JUNE
6 Yards of Hope



12th JULY
1st Round of Relief

Our Major donors:

- Multicultural Arts Victoria
- Team Maajja
- Srikanth C.



**after bank charges, conversions, and Milaap deduction*

Your contribution provided relief in the following regions:

- North Chennai
- Karnataka
- Telangana
- Madurai
- Andhra Pradesh
- Kancheepuram

ARTFORMS AND ARTISTS

- Kalavantulu Dancers
- Mridangam Artist
- Make up Artist
- Costume and Prop maker
- Back Stage Crew
- Technicians
- Sculptor
- Painter
- Theatre Artists
- Street Artists
- Toorpu Bhagavatam Artist
- Chindu Bhagavatam Artist
- Yakshagana Artist (Karnataka)
- Indigenous Musician
- Yakshaganam (Andhra Pradesh)
- Tolu Bommalata (Puppetry)
- Kattaikkuttu Artists
- Karagaattam
- Thappattam
- Udukkai & Bambai Artists
- Maelam Artists
- Raja Maelam Artists
- Pandaaram
- Parai Artists
- Trumpet
- Dhol
- Tabla
- Satti Molam
- Thavil
- Mugaveenai

and many more...

Your support has created an impact on hundreds of lives!

Click here to watch what the artists have to say...



[Click here](#)



[Click here](#)



[Click here](#)



OUR DONORS

Above Rs. 1,00,000

- Multicultural Arts Victoria
- Team Maajja
- Srikanth C.
- Sarala Panchapakesan and T.R. Ramachandran

Above Rs. 25,000

- Darbari Seth Foundation
- Nithya Nagarajan
- Sonali Lomba
- Mahesh Venkateshwaran
- Ratheesh Iyer
- Ashvita Fine Arts and Collectibles Pvt. Ltd.
- Anita Ratnam
- Anonymous

Below Rs. 25,000

- Anonymous
- Visalakshi
- Suman Nayak
- Sumita Nair
- Abhi
- Rajavel S
- Shrividhya Srinivasan
- Suresh Sambandam
- Abhinand Basant
- George Castelino
- Divya Gunasekaran
- Jeff Slayton
- Urmila Ratnam
- Uppili
- Siennor
- Sujata Kamdar

And many more...

Over 250 donors contributing towards our campaign

RELIEF WORK

1 Madurai



Artists
196

₹ 1,82,250

Relief work in Madurai was led by the award winning Parai artist - Velu Asan and documented by award winning photographer - Palani Kumar. The work was done over three months (June - August) in two batches. Artists were given specially curated care packages based on their needs.

[Artists signatures can be found here](#)

2 Kancheepuram



Artists
210

₹ 3,23,502

Relief work in Kancheepuram district was led by the award winning Kattaikuthu artist - Thilagavathy Palani and her koothu team. The work was done over three months (June - August) in two batches. Artists were given specially curated care packages based on their needs.

[Artists signatures can be found here](#)

3 North Chennai



Artists
457

₹ 9,35,180

Relief work in North Chennai was led by Gana Muthu, Tenma and Shreya. The work was done over two months (June - July) in two batches. Artists were given specially curated care packages based on their needs.

[Artists signatures can be found here](#)

4 Andhra Pradesh and Telangana



Artists
142



2,85,644.4

Relief work in Andhra Pradesh and Telangana was led by the award winning performing artist - Yashoda Thakore and her student. The work was done in the month of June in a single batch. Due to the lockdown and inaccessibility in rural areas to these artists, funds were transferred to them digitally.

[Artists signatures can be found here](#)

5 Karnataka



Artists
140



3,00,000

Relief work in Karnataka was led by Global Kulture (headed by Arun Sivag). The work was done over two months (August - September) in multiple batches. Artists were given funds in cash, as their needs in rural Karnataka varied.

[Artists signatures can be found here](#)

6 Independent Artists and Technicians



Artists
47



2,72,125

Apart from geographically providing support, many artists and organizations had approached us independently asking for support. Due to severity of the lockdown, we supported as many artists as possible, in and around South India.

[Artists signatures can be found here](#)

GOING FORWARD

This relief work is just the start to a collaborative, mutually-supportive relationship with the widespread community of artists. Going forward we hope to continue to provide any and all support we can, while standing by disadvantaged artists. This pandemic will end sooner than later and we look forward to meeting you all in-person to celebrate these artists.

A NOTE OF THANKS

YOU have made this a possibility for us. YOUR contributions have helped us support more than a thousand artists. Thank you for trusting us and donating to this campaign. Your collective support during these dire times was deeply inspiring for us. We are truly grateful for your support.



Gana Muthu | Shreya | Tenma

