



help the mother  
help the child...



Dear Maryó friends,

We send you this mail to ask your support in the campaign that Maryó Artisan Products is making to raise funds for the charity Child in Need Institute (CINI [www.cini-india.org](http://www.cini-india.org) and [www.ciniholland.nl](http://www.ciniholland.nl)).

CINI's goal is to help young Indian mothers and children help themselves by creating child and women friendly communities (CWFC) in underserved rural and urban areas. Central to CWFC is a holistic approach to health, nutrition, education and child protection – the four key focus areas of CINI.

We decided to support CINI:

- Because its projects are focused in inducing change rather than immediate relief. CINI's programmes are meant to induce change in behavioural mind-set of key stakeholders and empowerment of underprivileged communities. Such an approach will have a long lasting impact in the communities they are working with.
- Because we want to show that we cannot ignore situations just because they are far away from where we live or where we come from.
- Because of its transparency and minimal overhead. Almost every euro offered to CINI, contributes directly to one of its projects.

We aim to raise 3000 Euros for CINI. Maryó made a commitment that for each one of the next 600 bottles of the Premium Extra Virgin Olive Oil that will be sold, 5 Euros will be offered to CINI. If you want to contribute further to CINI, you can find information in the enclosed leaflet or online.

By buying today a bottle of Maryó:

- You support CINI and its mission.
- You support a small olive oil producing community in the island of Crete, Greece.
- You enjoy the great taste of our healthy awarded premium extra virgin olive oil.

We need your help to reach our target. Besides buying a bottle for you, you can buy it as a present and you can spread the word to family and friends. (Order together with your friends and save on shipping costs.)

Place your orders by sending an email at [info@maryoartisanproducts.com](mailto:info@maryoartisanproducts.com) or through our webshop at <https://www.maryoartisanproducts.com/store/index.php/premium-extra-virgin-olive-oil.html>.

The price of a bottle is 15 Euros.

For Netherlands shipping is 5 Eur by post (flat for 1 to 12 bottles). For residents of Eindhoven area, we can personally hand over and save the shipping costs. For other countries the shipping costs can be calculated on our webshop.

Payments on webshop can be done using Ideal and for orders via email with a direct bank transfer to the following account (IBAN: NL 97 RABO 0108 2695 15, SWIFT/BIC:RABONL2U, Name: Maryo Artisan Products.)

*Maria Gaki & Giorgos Karandinos*

Founders of Maryó Artisan Products

Krishna Sreerambhatla

On behalf of CINI Holland

## **About Maryó Artisan Products**

*Maryó Artisan Products is the company that we established in 2013 having two main goals:*

*1) To support small artisan producers of Greece. Many of them, although they create products of unparalleled quality and taste, are often struggling to make a living. As they have limited or no direct access to export markets their only alternative is to undersell their whole production in bulk to large-scale intermediates. Working with them we link directly the producer with the end-consumer, resulting in a better price for both.*

*2) To introduce the world to the culinary treasures of Greece and share the stories of their producers. Travelling through the backroads of the Greek countryside, we encountered a dazzling assortment of delicacies. Their charm lies as much in the earthly pleasure they offer as in the personal stories of their producers. Hard-working people cultivating ancient family plots, monastic communities following time-honoured traditions, young people turning to sustainable agriculture - this is the modern legacy of the Greek countryside.*

*The first product we sign is Maryó Premium Extra Virgin Olive Oil. It is a most brilliant exemplar of the cornerstone of Greek cuisine: a select batch of extra virgin olive oil produced by the monks of Agarathos monastery in Crete. It's quality and exquisite taste got recognized by the tasting panel of one of the most prestigious international contests in 2014- The Great Taste Awards- and Maryó Premium Extra Virgin Olive Oil got awarded with a Gold Star!*

*Maria Gaki & Giorgos Karandeinos*

# Yes, I would like to become a sponsor

First name: \_\_\_\_\_

Surname: \_\_\_\_\_ M/F

Street + Number: \_\_\_\_\_

Postal Code + Town: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email adress: \_\_\_\_\_

## My choice:

1. I support a mother and child and thus support the whole community:

30 x €10                       30x €100                       1 x €300

2. I support a street child

24 x €8,5                       2x €100                       1 x €200

3. An one-off donation of € \_\_\_\_\_

4. I will register as a Friend of CINI and will donate an annual amount of € \_\_\_\_\_ (minimum: €50)

5. I prefer to donate by notarial deed and I request CINI Holland to assist with this. My annual donation will be € \_\_\_\_\_ (minimum € 100 for a period of 5 years)

## I would like to be kept informed by:

email                       post                       the website

## I will pay by:

Internet banking

(I have instructed my bank to transfer my periodic donation to bank account NL41RABO0158600525 in favor of CINI Holland)

Note: I will always have the authority to reverse any payment to CINI Holland within 30 days after deduction without having to indicate the reason therefore.

Date

Signature

\_\_\_\_\_

\_\_\_\_\_



**cini**

**Stichting  
CINI Holland**

Postbus 1992

1200 BZ Hilversum

Tel. 06-34923822

Rabobank nr

**NL41RABO0158600525**

info@ciniholland.nl

CINI Holland:

[www.ciniholland.nl](http://www.ciniholland.nl)

CINI India:

[www.cini-india.org](http://www.cini-india.org)

