



ANNUAL REPORT

2024-25





***Early Childhood Care and Education:
The Heart of Our Work***



***We are a year older,
a year stronger.***



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MESSAGE FROM THE FOUNDER

Dear Friends,

Behind every milestone in this report is a story of a community that, despite the challenges, chose resilience over despair.

Six years ago, we began with a simple promise to provide a safe place for the children of informal workers. Today, that promise has grown into a deeper commitment to their long-term success. This past year has been a time of reflection and "quiet growth." Instead of trying to reach more locations, we chose to focus on making our current three daycares the best they can be. We believe that the foundation we build for our children must be as strong as the resilience of the mothers we serve.



Tasneema Zaidi

Guided by this mission, we spent the year focusing on quality over quantity. With our resources in hand, we made a conscious choice to strengthen our existing programs rather than expanding our reach. This allowed us to deepen the care, learning, and support we provide. At every step, the well-being of the child and the dignity of the mother remained at the heart of our decisions.

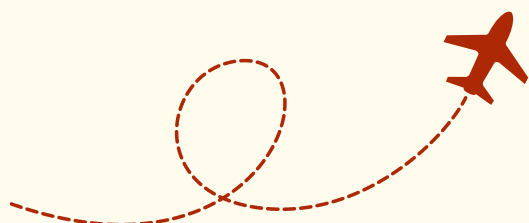
One of the most emotional moments this year was watching children who joined us as toddlers begin to graduate. While it is heartening to see them move forward with confidence, it also taught us a vital lesson: the need for support does not end when early childhood is over. For many of these children, continued guidance is essential as they grow up and face new challenges.

Looking ahead, our vision is to build a more complete program—one that walks alongside a child from the time they are toddlers until they reach 18 years of age. We believe that staying with a child through their adolescence is the only way to truly break cycles of vulnerability and open doors to real opportunity.

None of this would be possible without the trust and partnership of our donors, staff, volunteers, and well-wishers. Your faith in our mission reminds us that this work is a collective effort. As we move forward, we do so with humility and a renewed determination to serve our children and their mothers better each year.

With gratitude and hope,

Tasneema Zaidi
Founder & Director





**Every artwork builds
confidence & creativity.**

ORGANISATION AT A GLANCE

PFO Sunshine, was established in September 2019, as a preventive response to the alarming rise in cases of child abuse including physical, sexual, and emotional abuse as well as human trafficking and substance abuse among children in the urban slum and socio-economically backward areas. For working mothers, especially those from migrant communities in the domestic work, construction, and industrial sectors, a major concern is the lack of safe childcare options. These women are often forced to leave their children in unsafe environments such as high-density residential areas or even on the streets due to the absence of support systems.

Recognizing this critical gap, the PFO Sunshine focuses on preventing child abuse and ensuring safe and happy childhoods for children of daily wage workers by providing accessible, clean, and secure daycare facilities. Our focus lies on prevention ensuring children's safety and well-being before harm occurs, thereby reducing the need for rehabilitation interventions later.



GOVERNING BODY MEMBERS



RITU SINHA
President

Visiting Fellow,
Centre for the Study of
Developing Societies



TASNEEMA ZAIDI
Founder & Director

Child Rights Activist,
Former member of
Child Welfare Committee



AZRA NAQVI
Co-Founder

Fiction writer & Poet,
Editor, 'Rekhta' Foundation



ASMA ZAIDI
Co-Founder

Family Psychologist,
School Leader,
Teachers' Trainer & Author



VAIDEHI SUBRAMANI
Advisor

Former Chairperson,
Child Welfare Committee,
South Delhi



ADVISORY BOARD MEMBERS

VAIDEHI SUBRAMANI

Strategic initiatives expert

RAHUL ELUMALAI

Legal expert

APARNA KHANNA

Innovative communication &
strategies expert

MALAVIKA CHOWDHARY

Financial expert

ZIA HAIDER

Strategic planning expert

ANITA KHANNA

Campaigner, Informal
workers rights

SARWAT HAIDER

Educationist



THEORY OF CHANGE

→ PROTECTIVE NETWORK

Built a safe, structured ecosystem with trusted care, supervision, education access, and parental support for children.

→ HOLISTIC DEVELOPMENT

Created structured routines, learning opportunities, improved health & nutrition, and family engagement.

→ TRANSFORMATIVE IMPACT

Preventing abuse, nurturing healthy and confident children, living in empowered families.



SUNSHINE DAYCARES

STRENGTHENING URBAN SAFETY NETS

The Sunshine Daycare Initiative To address the structural inequities and exploitation risks faced by children in urban slums (basties), our program establishes a secure environment designed to foster holistic growth and long-term well-being. Recognizing that the challenges of street-involved and marginalized children are deeply rooted, we provide a comprehensive, child-centric response tailored to individual needs.

Sunshine Daycares serve as a critical alternative care solution for the children of domestic and informal workers. Operating daily from 9:00 AM to 5:00 PM, we support a broad age demographic (3 months to 15 years). Our flexible model accommodates the specific rhythms of the community: infants under two receive intensive care during peak working hours, while older children benefit from extended academic and social support until the evening.

OUR MODEL

1. Safe and Structured Environment

That protects and nurtures children while parents are at work.

2. Early childhood Care and Education

Age appropriate learning through structured activities and play.

3. Continued Learning

Afterschool bridge and remedial classes along with digital literacy for school-going children.

4. Health and Well-Being

Through healthy meals, health checkups and immunization programs.

5. Social and Emotional Development

Regular group and counseling sessions and using Social and Behavioural Change Tools (SBCT).

6. Family and Community Engagement

Through counselling, sessions, meetings and training.



LOCATION AND DEMOGRAPHICS

Presently, PFO Sunshine is running *three daycares* in different parts of South Delhi and supporting a partner organization with its expertise in establishing and running a creche in a South Delhi resettlement colony.

MADANPUR KHADAR

01

Serving the residents of the Jhuggi Jhopri (JJ) settlements near the Banks of the Yamuna River, Southeast Delhi.

Serving the residents of the Jhuggi Jhopri (JJ) settlements near the Jasola metro station, Southeast Delhi.

02

OKHLA VIHAR

JOGABAI

03

Serving the residents of the Jhuggi Jhopri (JJ) settlement in the Bees Footta (20 feet) neighborhood, near the Banks of Yamuna River, Southeast Delhi.

KNOWLEDGE IN ACTION

Science Museum Visit: Our daycare children embarked on a thrilling journey of discovery during their visit to the Science Museum, where curiosity took center stage. The trip transformed complex concepts into playful, hands-on experiences, allowing our youngest learners to engage directly with the wonders of the physical world. Through interactive exhibits and sensory exploration, the children moved beyond simple observation to active inquiry, sparking a deep sense of scientific wonder. This immersive day did more than just entertain; it nurtured their natural inquisitive spirits and laid the foundational building blocks for a lifelong love of learning and exploration.

International Day of Families Celebration: On May 15th, we celebrated the International Day of Families, honoring the vital support systems that sustain our community. The event served as a powerful platform for our beneficiaries to share their experiences, highlighting how Pocketful of Sunshine provides a safe, secure, and nurturing sanctuary for the children of working women. These heartfelt testimonials underscored our role not just as a daycare, but as an extended family where every child is seen, supported, and loved.

SUNSHINE TEENS

Sunshine Teens was established as an urgent intervention to shield adolescents from the rising tide of substance abuse and exploitation in Delhi's urban slums. Recognizing that nearly every adolescent in our community has faced exposure to addictive substances and the lure of "*Nasha Addas*", we pivoted our model to provide a critical safety net. Despite resource constraints, we successfully integrated a program for adolescents, appointing dedicated staff to ensure they remain productive and engaged before school.

While our current arrangement—hosting boys in the morning and girls in the afternoon—has been a successful start, it remains an interim solution. The challenge of sharing space with younger children highlights the pressing need for a dedicated adolescent center and an age-appropriate curriculum. To fully secure the future of these teens, we are focused on expanding this sanctuary into a robust, permanent program that provides the mentorship and specialized care they need to navigate their environment safely.

Many of our adolescents previously left school after graduating from our daycares to work in local shops or engage in manual labor to support their families. However, through persistent motivation and outreach, we have successfully re-engaged several of these youths in our "Second Chance" project. By attending a blend of physical and online classes, they are now actively preparing to resume their education through distance learning platforms. This initiative ensures that despite their early entry into the workforce, they are not denied the opportunity to earn the academic qualifications necessary for a brighter, more secure future.



KNOWLEDGE IN ACTION

Workshop on Cyber Safety: Sunshine Teens completed a dynamic two-day Grassroots Comics Workshop led by World Comics India. Focusing on Cyber Safety, the teens translated complex digital risks into relatable, hand-drawn stories. This creative process empowered them to master the nuances of online security while finding a unique, visual voice to advocate for their peers.

The initiative culminated in a community-wide awareness campaign. After debuting their work at the Jogabai Centre for parents and families, the teens took their comics directly into the community. By sharing their art in local hubs, these young changemakers sparked vital dialogues on digital safety—proving that grassroots creativity is a powerful tool for social leadership and collective protection.

Project on Storytelling: In partnership with Aseem's Library, our Sunshine Teens successfully completed a transformative story-writing and illustration project. Through expert guidance and training, the children moved beyond simple imagination, using the page to process complex emotions and find their unique voices. This journey of self-expression culminated in the publication of their very own book, "Ubharti Suraj," which was officially inaugurated at Lodhi Garden on January 12, 2026.

This initiative proved that for children in vulnerable situations, storytelling is a vital tool for resilience and confidence. By seeing their work published, the teens realized that their ideas hold weight and their stories matter to the world. We are deeply grateful to Aseem's Library for providing the platform that turned our students' unspoken dreams into a published legacy.



VOCATIONAL TRAINING AND EDUCATIONAL CONTINUITY

This year, we launched a pilot vocational training initiative to provide adolescents with small-scale income opportunities, ensuring that financial pressure doesn't force them to abandon their education. Girls were enrolled in professional stitching and design courses based on their interests, while boys began computer classes to build essential digital literacy. To jumpstart their self-reliance, we provided two high-performing girls with sewing machines; they have already begun taking small orders from their neighborhood, earning a modest income that allows them to continue their studies through regular or distance learning.

Building on this success, we are now formalizing partnerships with professional skill development agencies to expand this support across all three of our centers. By bridging the gap between practical skills and formal education, we are empowering our youth to contribute to their families' livelihoods today while securing a certified pathway toward a professional future.





*A circle of support where children learn
teamwork, empathy, and respect*

SUNSHINE

SECOND CHANCE

The first center under this project was started in 2021 in Okhla Vihar. Second Chance is a platform where young adults who missed formal education in their formative years are provided with an encouraging atmosphere to rekindle their interest in learning to read and write. They are enrolled in different classes through the National Institute of Open Schooling (NIOS). To help prepare them for their exams, these adults are provided with a tutor and often placed in small groups to promote peer-to-peer learning.

This year, the program transitioned toward more focused and intensive teaching. Teachers prepared individual study plans and worked closely with each student, focusing specifically on their unique needs and academic gaps.

At present, two Second Chance Centers are operating, catering to four different groups: learners who are starting from the beginning, and students preparing for Classes 8, 10, and 12. Since we started Project Second Chance, we have learned that to sustain the program and achieve its desired goals, it is essential to form smaller groups with flexible timings where peer-to-peer teaching, learning, and motivation have become foundational to its success. Due to the tough circumstances and challenges of existence, neo-literates and continuing students require constant motivation and guidance. Thus, we have developed a more flexible program aligned with the needs of the target group.



COLLABORATION TO ACHIEVE A COMMON GOAL

This year, the Indian Adult Education Association (IAEA) collaborated with PFO Sunshine on this initiative. They now provide partial support for the project, allowing both organizations to leverage shared resources and expertise to achieve our common goal of providing life-changing educational opportunities to those who need them most.

IMPACT METRICS

The program has had a phenomenal, encouraging impact on children's lives. By consistently implementing planned activities, the expected outcomes have been achieved to a large extent. The positive effects are evident not only in the children but also in their mothers.

The program has successfully met its objective of providing safe spaces for the children of informal workers. Because our interventions address all domains of a child's development, the results are holistic and reflected in their improved quality of life. The children are happier, more confident, more aware of their surroundings, and eager to learn.

Sincere efforts to strengthen children's academic levels have finally begun to show results. Regular classes are conducted at the daycare to support their learning and help them cope with the school syllabus. Monthly assessments are carried out to track their progress. Consistent efforts are also made to build staff capacity by offering evening math tuitions, computer classes, and support for continuing their education.

With these combined efforts, we hope to achieve even better academic outcomes in the coming year.



BENEFICIARIES

1,609

Children 518

Mothers 269

Community Members 762

Adults Learners 60

WAY FORWARD

PROGRAM ASSESSMENT AND ACTION PLAN

To strengthen our strategic direction, the team and management participated in three high-level brainstorming sessions focused on program assessment. These intensive workshops allowed us to balance our celebrated achievements with a critical review of existing challenges. The primary outcome was a robust Action Plan for the Next Year, specifically designed to address identified gaps and optimize our operational effectiveness moving forward.

STRATEGIC ENGAGEMENT

To ensure the long-term resilience of our programs, we invested heavily in capacity building and collaborative activities that have significantly strengthened our foundation and team synergy. Key highlights from these engagements include:



HOLISTIC DEVELOPMENT & LIFE SKILLS

- **Age-Appropriate Life Skill Sessions:** Workshops focusing on foundational social-emotional skills for different age groups.
- **Adolescent Mentorship:** Specialized sessions for our older youth covering emotional well-being, self-awareness, and healthy relationships, providing a safe space to discuss the dangers of substance abuse.
- **"Safe Touch" Awareness:** Empowering our young learners with essential body-safety knowledge through sensitive, age-appropriate "Safe Touch" sessions.
- **Summer Camp "Our Heroes":** Hosting an immersive summer program focused on local and national role models to inspire character-building and civic pride.

COMMUNITY & PARENTAL ENGAGEMENT

- **Safeguarding Workshops:** Partnering with parents for deep-dive sessions on Child Safety and Wellbeing, aligning the home environment with the daycare's protection standards.
- **Cultural & Religious Celebrations:** Observing major festivals of all religions and key national days, fostering a culture of inclusion and mutual respect among our families.
- **Cancer Awareness (CanSupport—Walk for Life):** Participating in the "Walk for Life" campaign, engaging our community in global health advocacy and cancer awareness.

EXPOSURE & EXPERIENTIAL LEARNING

- **Literacy & Exploration:** Organizing a visit to the Book Fair, sparking curiosity and a love for reading beyond the classroom.
- **Recreational Milestones:** Providing children with a joyful Water Park visit and other excursion & learning opportunities.
- **Staff Development & Appreciation:** Organizing a cultural exposure visit to the Taj Mahal and Agra Fort for our dedicated team, recognizing their hard work and strengthening staff bonds.

OUR PARTNERS



Azim Premji
Foundation

Aseem's Library
discover yourself



ARYAN'S YAMMI
TASTE

