

GLS / C / 399-21

CIRCULAR

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**100 MILLION MEALS CAMPAIGN**

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Dear parents,

Ramadan Kareem! I hope this email finds you well and safe.

With the beginning of Ramadan ‘Month of Giving’ underway, I am writing to inform you that Gems Legacy School is extending its support to the [100 Million Meals](#) campaign launched by the UAE government. As a school, we strongly believe in this important humanitarian cause, and we would like to encourage you to contribute in whatever way you can. Every AED 1 donated will feed one person and ensure they do not go hungry.

100 Million Meals embodies the UAE’s commitment to its core values of giving, especially during the Holy Month of Ramadan – a time of goodness, righteousness and charity. As you know, the UAE plays a significant humanitarian role globally, and the vision and directives of the country’s leadership have paved the way for effective and sustainable implementation of philanthropy.

The campaign provides food aid to the most vulnerable populations in 20 countries across the Middle East, Africa and Asia, with a goal of providing basic food items that are sufficient to prepare up to 100 million meals. Donations will help those in most need in countries including Sudan, Lebanon, Jordan, Pakistan, Angola, Uganda, Sierra Leone, Ghana, Tanzania, Senegal, Egypt, India, Pakistan, Bangladesh and Palestine.

Donations can be made in the following ways:

**Publicly-announced channels**

1. **Online** via [www.100millionmeals.ae](http://www.100millionmeals.ae), available to those residing both within and outside the UAE
2. **Direct bank transfer** to the campaign’s account with Dubai Islamic Bank (IBAN: AE080240001520977815201)
3. **Via SMS** by sending “Meal” to the correct numbers listed on the du and Etisalat websites
4. **Through the call centre** – large monetary donations can be made by contacting the campaign team toll-free on 800 4999

## School campaign

Our school has created an online donation campaign via the 'YallaGive' platform. Simply visit the following link to make your donation: <https://yallagive.com/en/campaign/Kindness-Matters-82865>

We invite all our families to contribute to this worthy campaign, which has the power to make a real difference and change people's lives for the better. The campaign is already underway and will continue until the end of Ramadan, so we encourage you to act without delay. Your support will, as always, be greatly appreciated, and even the smallest amount matters. Together, we can achieve great things.

Finally, let me share a few words from Sara Al Nuaimi, Director of Mohammad Bin Rashid Al Maktoum Global Initiatives, who says: "I highly urge everyone to take part in the initiative, whether they are in the private or public sector; corporate or individuals. Ramadan is the time of the year that we feel the suffering of other people and help them, even in the smallest amount we can."

"Within few hours' flight from the UAE, there are 52 million people who are hungry. In the world, every 10 seconds, a child dies because of hunger. We here in the UAE, are blessed and privileged. It's time to give a hand to people in need outside the country through this campaign."

Warmest regards,



Asha Alexander

Principal

Executive Leader - Climate Change

آشا ألكسندر

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