



**Ten years of impact.
A lifetime of change.**

**2024 ANNUAL REPORT
& FINANCIAL STATEMENTS**





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Positive Lamb Foundation
is a registered charity in Canada
(788784692RR0001) and the
UK (England & Wales charity
number 1207884).

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“ Every kid wants love, care and relationships with family. And they don’t get this – even at birth. These are the kinds of challenges they’re facing. But here they get all the love and protection.”

Sapna, Counsellor at Rays Aasha Ki Ek Kiran

Celebrating a decade... thanks to you



Dearest Friends, Supporters, and Legendary Lambs,

Ten years. It's still sinking in that what began as a small vision supported by my fellow co-founders, Phil and Dani, has grown into a global charity providing essential support to 75 incredible children and their families.

This has only been possible because of one thing – you! Our generous and compassionate community of donors, advocates and friends drive our work forward every day.

Through bold thinking and creative problem-solving, and the courage to keep going, Positive Lamb Foundation has flourished. We are now a registered charity in both the UK and Canada, with a clear mission: to create bright futures for children living with HIV in India.

2024 marked a pivotal moment. We said goodbye to the Tribe of Lambs name, as it was time to use our bravery and creativity, iconic to our organization, to level up and evolve into Positive Lamb Foundation, a name and identity that is inclusive and symbolic of everything we do and stand for.

We are incredibly proud of everything we've achieved, and most importantly, of every child we've supported over the past decade. And yet, we are far from finished. We remain stubbornly determined to continue building a world where every child living with HIV has the opportunity to grow and thrive.

On behalf of Phil and our entire Board of Directors, thank you.

Every contribution you've made, whether through donations, advocacy, or spreading awareness, has helped shape our movement. Your belief in our mission is what will power the next ten years of progress.

With heartfelt appreciation,

Bobbi
Co-Founder

2024 HIGHLIGHTS



**Celebrating ten years
of impact**



**A huge fundraising year,
raising \$147,000**



**Expanding support
and opportunities
for children through
dignity, love, education,
healthcare, and hope**



New name. Same mission. Even stronger voice.

After more than a year in the making, our new name now reflects the inclusivity and diversity we stand for: **Positive Lamb Foundation.**



For ten years, Tribe of Lambs served us and our community well. But as the world grows more conscious of the power of language, it became clear that we had outgrown that name.

Together with our Board of Directors and trusted consultants, we embraced the opportunity to evolve. The timing was ideal – as we pushed to secure charitable status in the UK, we officially launched Positive Lamb Foundation (+Lamb) as a new legal entity. Shortly after, we established Positive Lamb Foundation UK.

OUR VISION

A world where we are all treated equally, and HIV stigma and discrimination no longer exist. Because every child living with HIV deserves a life of dignity, opportunity and love.

OUR MISSION

Positive Lamb Foundation provides education and poverty relief for children living with HIV in India today, taking action for a healthy, independent tomorrow.

Leadership for the next chapter

As we prepared to launch Positive Lamb Foundation UK, our Board of Directors and Trustees evolved – as we welcomed new members and grew in strength.

Together, the Board brings the leadership, experience and passion that will guide +Lamb through its next decade of impact.



Bobbi Paidel
Co-Founder
& Executive Director (Canada)



Philip Haley
Co-Founder
& Executive Director (UK)



Dani Shaw
Co-Founder
& Chair (Canada)



Tanya Tucker
Treasurer (Canada)



Ashley Ostridge
Secretary (Canada)



Ryan Brailsford
Director (Canada)



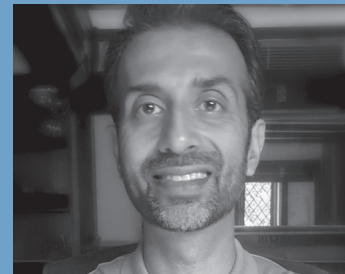
Louisa Patel
Chair (UK)



Nahid Kasaur
Trustee (UK)



Steve Haley
Trustee (UK)



Jignesh Patel
Trustee (UK)

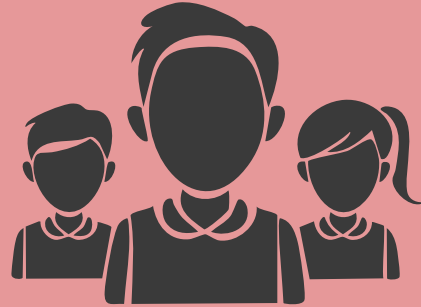


Natasha Rosenthal
Trustee (UK)

2024 AT A GLANCE

We're proud of what we achieved together in 2024!

We are incredibly grateful for the people who worked tirelessly on our projects and the contributions that make it all possible. Some highlights...



75

children and their families supported through our work

**+LAMB
TREK**

\$51,000

fundraised through our annual Trek



5

college students received full scholarships



240

nutrition packs to distributed to families in Delhi



12,500

hot school lunches provided



2014

TRIBE OF LAMBS IS BORN

With a desire to make a positive impact, Bobbi launches a crowdfunding campaign from the Indian Himalayas to raise money for disadvantaged children. Phil and Dani are quick to join in the mission.

2020

COVID EMERGENCY FUND

Our partners in India respond quickly to keep the children safe during COVID.

We raise emergency funds to provide food, clothing, healthcare, and support the children as they transition to digital learning from home.



2015

JEWELLERY FOR A CAUSE

Following the success of our crowdfunding campaign, we launch a custom-designed, Indian-made range of silver jewellery. The profits from sales fund our projects.

2021

CANADIAN CHARITY STATUS

After many years – and with the essential support of the legal team at EnerNext Counsel – we finally receive charitable status in Canada.



2016

JOINING FORCES WITH RAYS

Inspired by a meeting with Gurinder from Rays Aasha Ki Ek Kiran in Jaipur, we decide to streamline our charitable efforts exclusively to this group.



2022

SCHOOL LUNCH PROGRAM

We provide 12,720 school lunches a year so that all of our educational scholarship recipients are guaranteed a healthy, nutritious and hot school lunch, 6 days a week.



2017

HANUMAN TOUCHES OUR HEARTS FOREVER

Our dedication is solidified when 12-year-old Hanuman passes away due to the medical mismanagement of a treatable infection, directly caused by healthcare discrimination because of his HIV status.

2023

HELPING CHILDREN OF HIV-POSITIVE SEX WORKERS

We launch a pilot project with Anchal Charitable Trust in Delhi, committed to breaking the cycle of poverty for 20 children from a northeast Delhi slum through education and family-centred care.



2018

PROJECT IMPACT DOUBLES

Scaling our main project, School Scholars, sees our education scholarships become fully inclusive – with tuition, books, bags, supplies, uniforms and transport all covered by the organization.

2024

CELEBRATING TEN YEARS WITH POSITIVE LAMB UK

Under the guidance of our board of directors, we reintroduce ourselves as Positive Lamb Foundation, and celebrate charity status in England and Wales.



2019

GOODBYE SOCIAL ENTERPRISE

After five years of raising funds through jewellery sales, we close our jewellery operations to clear the path for the growth of the organization.



NOW

With your help, we're scaling up to support 500 children every year. Now is the time to go further, together.

Why our work together is so vital

As of 2024, the world is not on track to meet the goal of ending AIDS as a public health threat by 2030.

In India, 120,000 children (under 19) are living with HIV and an estimated four million more are affected by having an HIV-positive parent or have been orphaned by AIDS.

Access to life-saving treatment remains unequal, and far too many children and families lack the care they need. On top of this, stigma and discrimination continue to be major barriers to accessing basic rights such as education, healthcare and housing.

Our work continues to raise awareness of these daily struggles and promote fair access to support and opportunity.

International Donor Funds policy change

Recent changes to India's Foreign Contribution Regulation Act (FCRA) – which governs the ability of organizations to receive foreign contributions – have introduced new hurdles. These include more stringent registration and renewal processes, now required every five years, as well as delays in fund distribution.

This is impacting the ability of many children's NGOs, including Rays, to receive foreign funding and reach those who need it most.

We are responding by supporting our partners through these operational challenges, mitigating risk with new policies and controls, and tracking project progress with care, precision, and transparency.

Department of Child Welfare policy change

A new government initiative aims to ensure no child is left behind by promoting family-centred care over institutionalization. While this approach is commendable, many challenges persist, including social stigma, inadequate infrastructure, and a lack of skilled personnel.

NGOs play a vital role in bridging the gaps between the government and communities, yet they often struggle to gain recognition as key stakeholders.

Adapting to change

In Delhi, our family-led model of care continues to succeed with our partner organization and the community we serve.

In Jaipur, however, our partner project has lost its government funding due to its residential model, despite the fact that 90% of children come from rural Rajasthan, and face deep-rooted stigma and limited access to education and healthcare.

We remain committed to finding solutions and ensuring that no child falls through the cracks of policy shifts.

Every child deserves a path forward

Positive Lamb Foundation has two ongoing projects in Jaipur and Delhi where we're committed to providing long-term poverty relief and education in collaboration with our local partners.

All of our work is guided by these seven principles...



[Watch the video](#) to see what's happening in Jaipur



[Watch the video](#) to see what's happening in Delhi



ACCESS TO EDUCATION

Every child deserves a fair start in life, and that begins with quality, stigma-free education – the key to a bright and hopeful future.



POVERTY RELIEF

Addressing the immediate barriers to a child's wellbeing and education is essential. A child cannot dream big when they struggle day to day.



TRUSTED LOCAL PARTNERS

Community is the key to child development. We ensure our project participants are in safe care and take pride in involving our donors in the part they play.



ADEQUATE NUTRITION

We ensure our projects and partners implement a nutrition and supplement plan so that children are healthy and have plenty of energy to thrive.



GIRLS RIGHTS

We ensure girls are given equal access to our educational scholarships and support families to value the importance of their learning.



QUALITY HEALTHCARE

It is essential that children have access to healthcare services and antiretroviral treatment that is stigma-free and tailored to their needs.



EQUALITY ADVOCACY

We work locally and globally to stand up for the rights of the children we support, and to help amplify their voices so they are heard and valued.

From participant to changemaker...

Kamal's experience embodies what's possible when young people receive opportunity, dignity, and care – and why our work together matters so much.



Kamal at Rays Aasha Ki Ek Kiran in 2016

We first met Kamal Bhargav when he was a young teenager living at Rays Aasha Ki Ek Kiran with his mother. Kamal became a member of the +Lamb Foundation Educational Program, and in 2021, he graduated from the University of Jaipur. But Kamal didn't stop there. He teamed up with five fellow graduates from Rays and the +Lamb program, and together they established a state-wide NGO in Rajasthan, called Positive YUVA Network Association.

Today, Positive YUVA receives funding from UNICEF and UNAIDS, and is gaining national recognition for its work supporting young people living with HIV (PLHIV) and LGBTQ+ youth across India.

Kamal often reflects on how the quality of his education and the care he received helped to shape his path. He knows only too well that many children in institutional care across India still receive only basic or inadequate support, if any. He says:

"I am the proud founder of Positive YUVA Network Association, personally driven by my journey as a PLHIV individual. At Positive YUVA, we are dedicated to providing unwavering support and opportunities to PLHIV and LGBTQ+ individuals in India. As someone who has faced these challenges firsthand, I am committed to breaking down barriers so that no one feels alone on their journey."



“ HIV is like untouchability in this society because of misinformation and myths. There is a gap in information, in awareness, and a gap in trust.”

Kamal, project alumni

A global movement gaining momentum

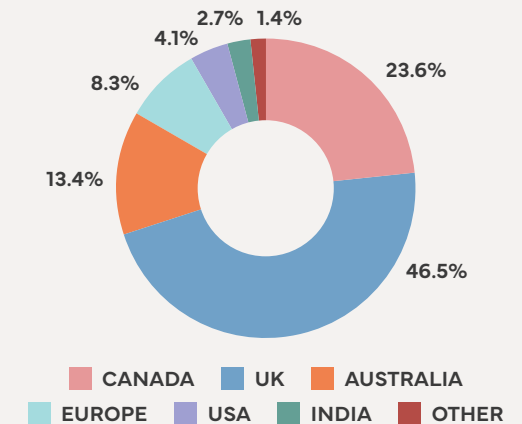
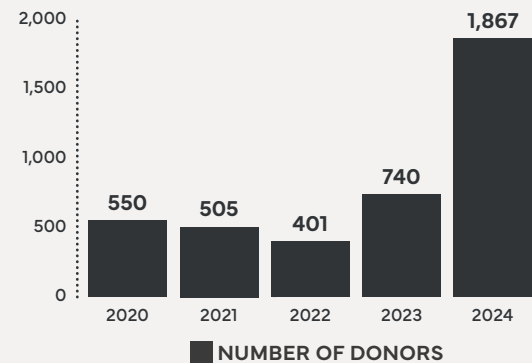
We have always thrived thanks to our loyal supporters – first in Canada, then the UK, and now in many countries worldwide.

2024 was a milestone year. We grew our global donor base by an incredible 152% – a testament to the power of community and the universal belief in the importance of our mission.

Our annual global fundraiser +Lamb Trek saw 131 trekkers taking on the challenge across ten cities and fundraising an amazing \$51,000.

Thank you to everyone who has helped grow this movement across the globe.

OUR GROWING COMMUNITY



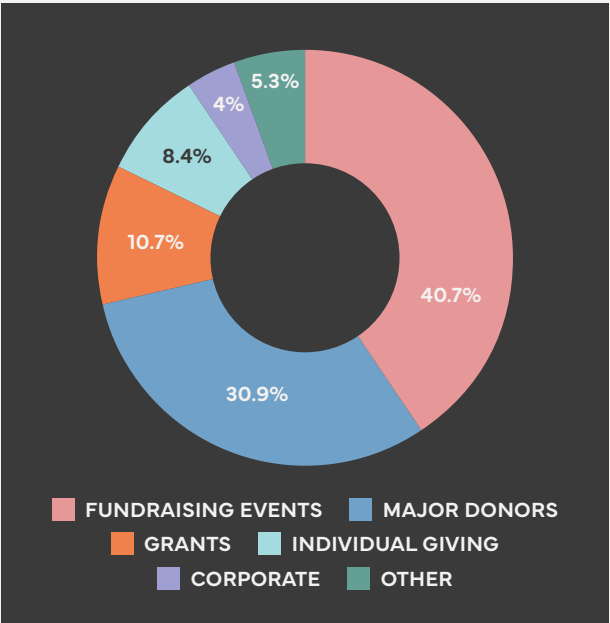
MAJOR GIFTS

Thank you to our major donors for their generous contributions:

CAF Canada
CAF UK
Luke 4 Foundation
Pliè Prep
Ramki Solutions

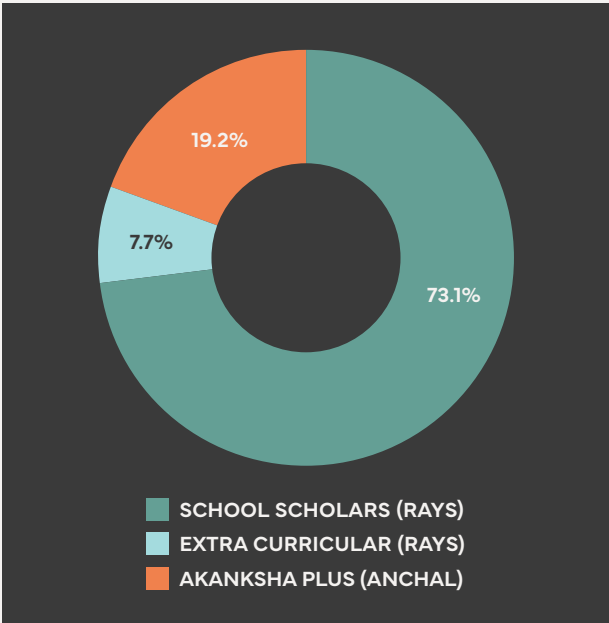
Turning funds into impact

Our commitment remains clear: to balance operational excellence with the highest possible investment in the children and communities we serve.



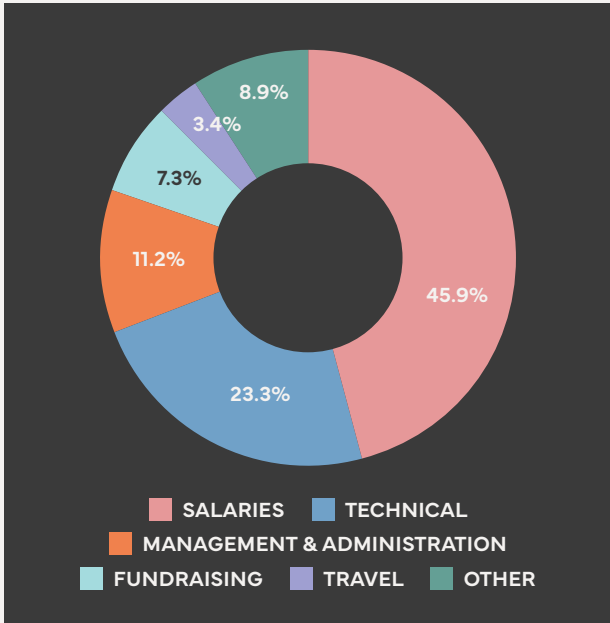
Total revenue: \$147,180

Our growing community of supporters helped us achieve our biggest fundraising year to date. The strength of a diversified donor base – spanning individuals, foundations, and corporate partners – fuelled our progress.



Project expenses: \$66,205

The majority of our funds were invested directly into program delivery – expanding our reach, and ensuring that children living with HIV continue to receive the care, education, and opportunities they deserve.



Operational expenses: \$50,245

With our new three-year growth strategy underway, 2024 saw targeted investments in infrastructure, staff capacity, and fund development, ensuring a strong foundation for sustainable future growth.

Global snapshot

As Positive Lamb Foundation continues to grow, so does our responsibility to use every donation with care, transparency, and purpose. [Download our full 2024 financial report here.](#)

| REVENUE | 2023 ACTUALS | 2024 ACTUALS |
|------------------------------------|--------------|--------------|
| FUNDRAISING EVENTS | | |
| +Lamb Trek | \$33,711.90 | \$50,283.56 |
| World Aids Day / Winter | \$6,044.53 | \$6,391.19 |
| Calcutta | \$8,176.00 | \$0.00 |
| London Marathon | \$0.00 | \$3,291.15 |
| DIRECT DONATIONS | | |
| Single Donations | \$2,072.66 | \$4,219.10 |
| Major Donors (over £500 or \$1000) | \$13,029.17 | \$45,384.36 |
| Regular Donations | \$3,175.94 | \$8,164.91 |
| Corporate Donations | \$2,456.04 | \$5,934.20 |
| Grants | \$101,652.00 | \$15,728.00 |
| Interest (savings) | \$0.00 | \$2,198.03 |
| Gift Aid | \$0.00 | \$5,585.41 |
| TOTAL REVENUE | \$170,318.24 | \$147,179.91 |

| EXPENDITURE | 2023 ACTUALS | 2024 ACTUALS |
|------------------------------------|--------------|--------------|
| CHARITABLE ACTIVITIES | | |
| Education: School Scholars (Rays) | \$41,261.00 | \$48,425.00 |
| Education: Extra Curricular (Rays) | \$0.00 | \$5,071.00 |
| Education: Akanksha Plus (Anchal) | \$6,000.00 | \$12,709.00 |
| TOTAL PROJECT EXPENSES | \$47,261.00 | \$66,205.00 |
| OPERATIONAL ACTIVITIES | | |
| Fundraising | \$5,127.00 | \$3,680.65 |
| Salaries | \$17,283.00 | \$23,081.84 |
| Management and administration | \$11,911.00 | \$5,630.00 |
| Travel | \$5,101.00 | \$1,694.57 |
| Technical | \$9,840.00 | \$11,714.58 |
| Other | \$3,871.00 | \$4,443.32 |
| TOTAL OPERATIONAL EXPENSES | \$53,133.00 | \$50,244.97 |
| TOTAL EXPENDITURE | \$100,394.00 | \$116,449.97 |

In 2024, Positive Lamb Foundation operated as a truly global organization, with aligned efforts across Canada and our new legal entity in the UK. Together, we’re building a unified movement to support children and families living with HIV, with shared goals and shared learnings at the heart of everything we do.

Year ten in Canada: a decade of dedication

| CANADA 2023 VS 2024 | 2023 ACTUALS | 2024 ACTUALS |
|----------------------------|--------------|--------------|
| TOTAL REVENUE | \$170,318.00 | \$66,435.00 |
| TOTAL PROJECT EXPENSES | \$47,261.00 | \$53,925.00 |
| TOTAL OPERATIONAL EXPENSES | \$53,135.00 | \$36,507.00 |
| TOTAL EXPENDITURE | \$100,396.00 | \$90,432.00 |

Year one in the UK: a powerful start

| UK 2024 | 2024 ACTUALS |
|-----------------------------|--------------|
| TOTAL REVENUE | £42,704.00 |
| GIFT AID 25% | £3,200.00 |
| TOTAL REVENUE WITH GIFT AID | £45,904.00 |
| TOTAL PROJECT EXPENSES | £6,605.00 |
| TOTAL OPERATIONAL EXPENSES | £7,805.00 |
| TOTAL EXPENDITURE | £14,410.00 |



“ I came to Rays for an education, medication and food after my father died of HIV when I was five and my mother couldn’t care for me. So far, my achievement in life is my education – which I didn’t think I would receive.”

Manisha, project alumni

Scaling our support

In early 2024, we developed a three-year strategy to guide Positive Lamb Foundation through its next phase of growth. By 2027, our vision is clear: supporting 500 children annually through expanded education and poverty relief programs.

How we'll get there

- Grow and diversify fundraising through individual donors, corporate partners, grants, and new fundraising initiatives.
- Target annual revenue of \$375,000 CAD / £250,000 GBP to sustainably support this growth.

Expanding impact

- We aim to expand existing projects and/or reach new communities, always aligned with our mission: to support children and families affected by HIV in India.

Operational growth

To run at this scale, the organization will require:

- Founders working 2–3 days per week.
- Two part-time admin assistants.
- A formalized volunteer team contributing to key areas.

Throughout this growth, we remain committed to our core values: relationships and community will always be at the heart of Positive Lamb Foundation.



“Other NGOs are saying the children at Rays are different. We have lots of confidence and it’s given us the edge. Here, there are other activities besides education. And I’m now a photographer thanks to the skills I learned.”

Kushal, project alumni

Thank you!

On behalf of our project partners and Board of Trustees, we extend our heartfelt gratitude to the many individual donors, corporate partners, and foundations who made it possible to reach and support more children living with HIV in India in 2024. Without your generosity, this work simply would not be possible.

If you'd like to support our work today go to positivelamb.com to make a donation.

OUR PARTNERS



Anchal Charitable Trust
New Delhi
anchalindia.org



Rays Aasha Ki Ek Kiran
Jaipur
ngoraysjaipur.org

