



**OUR CREDO,** what we live by...



**MY CHOICES**  
FOUNDATION

**10** YEARS  
ANNIVERSARY

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## FOREWORD

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Our Credo is the deeply held belief, the guiding light and the fundamental force that drives us forward every single day.

It defines the fearless spirit of who we are – a group of unique, passionate and committed individuals who wake up every morning with a determination to make the world a better and safe place for women and girls.

Our Credo outlines the specific behaviours and skills we care about the most. The more these behaviours resonate with you, the more you will grow and flourish at My Choices Foundation.

We believe gender-based violence is not a woman's right issue. It is a human rights issue.

If those who can speak, remain silent

If those who can act, remain inactive

If those who can realise, remain indifferent

If those who can fathom, remain idle

Deep down, we know the difference between right and wrong. Let's start doing what is right!

I believe that our Credo gets straight to the heart, gives us strength and challenges us to take actions that are part of something bigger than ourselves.

I am confident that we can do it!

Because... we are dragon slayers. We are fearless and unstoppable. We dare to dream of a world, where every woman and girl can make choices to live a life free of abuse, violence and exploitation.

Warm Regards,

Founder and Director  
My Choices Foundation



## OUR MISSION

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We aim to give women, children and families choices to live lives free from violence, abuse and exploitation.

## OUR VALUES

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### TRANSFORMATION

We believe that a better world is often just a choice away.

### PASSION

We are kind, caring, brave and passionate.

### COURAGE

We act with courage, ask tough questions and challenge the status quo.

### INNOVATION

We always strive to find new and innovative ways to solve society's tough problems.

### ACCOUNTABILITY

We do the right thing and take responsibility for our actions.

### EQUALITY

We treat all with respect, dignity and integrity.

### PARTNERSHIPS

We trust the power of partnerships and collaboration.

## OUR CORE NARRATIVE

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We aim to give women, children and families choices to live lives free from violence, abuse and exploitation. Our prevention and intervention programs target vulnerable populations through two operations:

Operation PeaceMaker works to eliminate domestic violence in India by empowering women and girls to become change agents, and creating meaningful changes in the community. Operation Red Alert strives to stop trafficking before it reaches families and steals children's lives. Through these two operations, we aim to see the transformation of India into a safe, peaceful and encouraging place for girls and women.

We have come a long way since our humble beginnings in 2012 in Hyderabad, South India. Currently, we are active in ten states of India and partnered with more than 100 non-governmental organisations/community-based organisations as Implementing Partners on the ground.



## OUR PERSONALITY

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### INSPIRING

**We act from a deep sense of purpose and responsibility to create positive change. We speak with authenticity and listen with empathy. We appreciate unique differences and believe in collective actions. We strive to go beyond and we are proud of what we do.**

### PIONEER

**We value possibilities and spark innovation. We adapt, adjust and respond to new challenges and opportunities, and continue course despite difficulties or obstacles. We exercise critical thinking and feature original ideas and advanced methods.**

### TRUSTWORTHY

**We move with confidence in a genuine, honest and humble way. We stand up for what is right, even when no one is watching and speak the truth with sensitivity. We feel accountable for our work and the knowledge we share.**



CREDO IS A LATIN WORD, WHICH MEANS "I BELIEVE"

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Oxford English Dictionary defines credo as "a statement of the beliefs or aims which guide someone's actions".

**My Choices Foundation credo is  
the foundation of who we are,  
what we do, and why we get out of  
bed each morning!**

## CREDO NO. 1

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WE ARE  
HOPE CREATORS



## THAT MEANS:

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- Hope is a choice.
- Hope is the energy that changes the world around us.
- Hope is a fire that we kindle in ourselves, which in turn lights the fire of hope in those around us.

# WE ARE STONE CATCHERS



## THAT MEANS:

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- We catch the stones thrown by the abusers.
- We catch the stones thrown by the unjust.
- We catch the stones thrown by those in power simply because they can.
- We catch the stones that people throw at each other to hurt one another.

## CREDO NO. 3

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WE ARE  
DRAGON SLAYERS



## THAT MEANS:

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- Do not overthink everything.
- Take one step at a time.
- Slay dragons.
- And get up every morning and love the world all over again.



## CREDO NO. 4

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WE BELIEVE IN PROTECTING  
OUR PEOPLE



## THAT MEANS:

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- Our team is our most important asset.
- If we don't look after our team, we cannot do our work.
- Give yourself permission to grieve, to heal, to rest.

# COURAGE IS CONTAGIOUS



## THAT MEANS:

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- We choose courage over comfort.
- We choose what is right over what is fun or easy.
- We choose to practice our values rather than simply professing them.
- And when we are courageous, our courage will transform not just us, but also those around us.

# WE BELIEVE IN THE 4 P'S



## THAT MEANS:

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- Patience
- Perseverance
- Prayer
- Pushing

# IN OUR TEAM, TRUST IS AN ABSOLUTE



## THAT MEANS:

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- We are transparent. We communicate what we do and have done, and more importantly, we communicate **WHY**.
- We respect each other so much that we will never say something behind someone's back that we are not willing to repeat in their presence.
- We help each other - we put our own agenda second when a colleague needs our help.
- We do what we promised. On-time. Not meeting our own deadlines break future trust in what we promise.
- We deal with difficult issues. Respectfully. We do not let interpersonal issues fester.



# GRIT IS COMPULSORY



## THAT MEANS:

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- **Passion:** Our work is not easy - above all else we recruit people with a passion for gender-based violence, and who wants to change the world.
- **Commitment:** We face tough problems every day - solving the problems day in and day out requires an almost supernatural level of commitment.
- **We do not give up.**
- **Ingenuity:** The problems we solve have often not been solved before - we need to be ingenious and not stop when the first attempt fails.

# YOU CAN RECOGNISE OUR PEOPLE BY THEIR DNA



## **THAT MEANS:**

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**The DNA of our team:**

- **Bold and courageous leaders**
- **Creative and inventive**
- **Truthful and gentle**
- **Fearless**

## CREDO NO. 10

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WE ARE  
UNDAUNTED



## THAT MEANS:

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- We are clear in our vision.
- We have an unwavering commitment to what should be.
- We are warriors.

# WE OWN WHAT WE DO



## THAT MEANS:

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- Each of us own what we do - we are accountable for the results.
- We spend money as if it is our own.
- We spend our time as if it is our own.
- We are not hierarchical: Think, consult, make a decision and take action. Don't wait - you do not need permission.



# WE BELIEVE IN GETTING THINGS DONE



## THAT MEANS:

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- **We strive for excellence, not perfection: A task done is much better than a task still in the planning.**
- **There is more value in excellent, fast execution than in perfection.**
- **We have a high sense of urgency in everything we do The cost of time is measured in lives destroyed. Mediocrity is not an option.**
- **In order to get things done we need to focus on our core mission - not every problem is ours to fix.**

# [ALMOST] NOTHING IS SOMEONE ELSE'S PROBLEM



## THAT MEANS:

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- Each of us is responsible for our collective success - which means each of us has a responsibility to ensure excellence in what we do.
- We should be good at spotting problems, but much better at highlighting solutions.
- If you see something broken, fix it. Or help support the team member responsible for fixing it.
- Remember we are always still learning - never assume anything is perfect. There is almost always room for improvement. You have an active role to play in that improvement.

# WE GIVE OURSELVES PERMISSION TO MAKE MISTAKES



## THAT MEANS:

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- We have grace firstly with ourselves if we make a mistake.
- We have grace with our colleagues if they make a mistake.
- When a mistake was made, we ask “Why?” and not “Who?”

# PLAN B IS AN OPTION



## THAT MEANS:

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- We are in the ring every day. Fighting injustice. Marred by sweat, blood and often tears. Often our plans do not work as we thought they would. Then we adapt. We have a Plan B.
- And a Plan C. And a Plan D. And a PlanE.
- And we prevail.



# CREATE AND REMEMBER SIGNPOSTS



## THAT MEANS:

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- We recognize, take pause, celebrate, signpost achievements. Whether good or bad, we signpost big moments.
- We remember why we do things the way we do. We know the signpost developments and learning, and always build on them rather than forget them. This is how we “stand on the shoulders of giants”.
- We do work quickly, but we are never hasty. We make sure to give each task our best thinking, and ensure the “why” is understood by all team.

# WE ARE FOUNDERS, NOT WORKERS



## THAT MEANS:

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- Know your irreplaceable role in the team - you're here for a reason.
- You have the freedom to create, authority to speak up and offer ideas, suggest changes, and challenge systems.
- You have the flexibility and responsibility.
- You have the ability to innovate, build culture, and re-imagine possibilities.
- Take pride in (all) outcomes.
- Extreme Ownership. Leaders must own everything in their world. There is no one else to blame!

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