

Success in the South

The Foundation of Goodness is supported by trustees, Kushil Gunasekera, Muthiah Muralidaran, Chaminda Vaas, Kumar Sangakkara, Rohan Iriyagolle and Ashan Malalasekera.

'The greatest privilege in life is to be able to give back to those in need. Whatever our background, giving even if we have only a little is the hardest thing to do, yet most divine. This is what empowerment is; helping those who think they have little, to realise their potential and to give back in turn. In this way we are all responsible for building a string, prosperous and healthy society.'

- Kushil Gunasekera (FoG Founder & Trustee)



Established in 1999, this Sri Lankan charity based in the village of Seenigama near Hikkaduwa, southern Sri Lanka, has worked relentlessly to improve the lives and livelihoods of many thousands of people for the last eleven years. The Foundation of Goodness was set up by Kushil Gunasekera whose family came from Seenigama, to give holistic support to the poor rural community, to bridge the gap between the rural and urban sectors and to empower villagers to fight poverty through productive activities.

The Foundation of Goodness and its humanitarian endeavours were dramatically changed following the effects of the devastating tsunami on the 26 December 2004, an event which tragically altered the lives of thousands of people. With international funding the focus shifted from developing a remote village to establishing a holistic community model which could be replicated in rural communities throughout the world.

VISION: To create a sustainable community model designed to inspire other regions and empower disadvantaged communities throughout the globe.

MISSION: To empower the less privileged rural communities, whilst inculcating the spirit of goodness, so that they may have equal opportunities to excel in life.

Recently recognised as the best example of post-tsunami disaster relief work, the Foundation of Goodness provides essential facilities and programmes via 30 sectors that benefit 20,000 people from 25+ villages free of charge.

Health & Wellbeing



Community Development



Sports Development



Housing



Education



Diving & Training Centre



Children's Development



Village Heartbeat



Empowerment & Enterprise



Volunteer Opportunities



Committed to improving the lives of people in rural communities in Sri Lanka

A New Proposal for the North



'The Foundation of Goodness already helps over 20,000 people every year to improve their lives. With this proven track record I am really excited to announce our plans to expand the work to help those who are most in need in northern Sri Lanka. By responding in a holistic way we can help local communities uplift their lives for a bright future'

- Muthiah Muralidaran (Foundation of Goodness Brand Ambassador & Trustee)



The Foundation of Goodness is now undertaking a new project in the North of the country, an area which until recently was suffering a 30 year civil war. It is here that the success from the South will be replicated in order to meet all the various challenges faced by villagers of the North as they strive to lift themselves out of poverty and into a brighter future.

The project is to be located in the northern town of Mankulam, a central location within the Northern Provinces, allowing it to be accessible from many areas, making it a hub of development, empowerment, education and employment.

The Foundation of Goodness is committed to the long-term provision of social support and lasting peace in order to create a sustainable and stable Sri Lanka

With the close ties to Seenigama region in the South, and with support from international donors, this project presents an opportunity to provide a lasting legacy for the development of the rural communities of post-conflict North Sri Lanka, all in one site. It is envisaged that around 50,000 people will benefit from the services free of charge, which are currently unheard of in this region. These services include:

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| <ul style="list-style-type: none"> • Environment and infrastructure • Employment and Enterprise Development • Healthcare and Outreach Programmes • Moral and Social Responsibility | <ul style="list-style-type: none"> • Education for children, youth and adults • Children's Development • Sports Development • Women's Development |
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Unity through Sport

The sports programmes delivered within the North Empowerment Project will focus on the mental, physical and social health of sports participants, and the development of life skills. For those who excel, sport is also a route out of poverty, providing enhanced educational opportunities and career paths.



Education and Development

The Foundation of Goodness believes that education is the key to building a new Sri Lanka. In countries affected by long-term conflict, education can act as a catalyst for peace and recovery as well as provide an opportune platform from which tomorrow's leaders can emerge.



Community Empowerment

The North Empowerment Project will provide the services that a community needs, including medical care, English & IT teaching, business skills and women's empowerment, environmental management, moral & cultural development activities, elders' home & orphanage and volunteer opportunities



Infrastructure & Sustainability

An academy style of training will be provided within the project and it is hoped the cricket ground will be developed into a world class venue for the North. The involvement of Sri Lankan cricket superstars Muthiah Muralidaran, Chaminda Vaas and Kumar Sangakkara elevates it within the international community.

