

**Asha for Education – NYC/NJ
2007 – A Look Ahead**



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We would like to thank the Asha Advisory Council for their support and guidance:

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About Asha for Education

❖ Our mission statement

To catalyze socio-economic change in India through education of underprivileged children.

❖ Our objectives

Asha for Education is a 100% volunteer-based, zero-overhead, non-profit, secular organization dedicated to supporting socio-economic changes in India by focusing on basic education with a belief that education is a critical requisite for such changes.

In keeping with this belief, our volunteers support and get involved in projects that are secular and have a major education-related component to them. The objectives of this group include providing education to underprivileged children in India and to address, whenever possible, other issues affecting human life such as health care, environment, housing, and women's issues.

❖ Our history

In the summer of 1991, a few students including V.J.P.Srivatsavoy, D. Gupta, and S. Pandey got together to think of ways in which they could play a role in the development of India, the country of their origin. These young people shared the belief that education is a critical requisite and an effective catalyst for social and economic change in India. Basic education became the agenda for the action group that emerged from this gathering. The group was named Asha to represent the *hope* that had brought these individuals together and the hope that they aimed to bring into the lives of several children in India in need of basic amenities such as primary education and housing. It was during this time that Asha was born at the University of California in Berkeley.

❖ Where we are...today

A rich cultural heritage, one of the fastest growing economies in the world, an expatriate community that's one of the richest minorities in the United States, a country of over a billion people that produces more engineers every year than one can care to count – all this defines India today. A high adult-illiteracy rate of 40%, about 30% of the population under the poverty line, 24% of the population undernourished and almost 20% of the GDP still from agricultural activities – all this also defines India today.

India today is a country of two radically different faces – one that is characterized by an economy that is expanding at a break-neck speed with foreign investments pouring in from all directions and the other that is characterized by a large portion of the population living on less than \$1 a day and unable to take advantage of this growth, primarily due to lack of skills and education.

In context of this wide disparity, Asha's work of educating under-privileged children and expediting change from bottoms-up to bridge the divide between the haves and the have-nots is more relevant now than ever before.

Asha's focus on children's education has galvanized a number of volunteers across the globe. Today, there are over 66 Asha chapters worldwide: 45 in the US, 14 in India and 7 in Europe, Singapore and Australia. Volunteers in each of these chapters take personal interest in identifying education-related projects in India, and supporting them by raising funds and through other means.



As part of the Asha charter, all Asha chapters have a high degree of freedom in their activities including the identification, research, support and ownership of projects. However, there is also a great deal of co-operation among chapters and volunteers across chapters. This cooperation is evident in the joint ownership of projects and formation of focus groups across chapters, cross-chapter discussions on issues of interest, and worldwide events like the Asha-Wide Conference, Work An Hour program and the Asha India Conference.

❖ Where we will be...tomorrow

In future, Asha hopes to continue playing an important role in the socio-economic development of India. Asha's vision is to have at least one project in every district of India by 2010. Asha will continue to evolve in keeping with the needs of the hour and the needs of the country. Over the years, Asha has succeeded in touching the lives of thousands of children across the different projects that it has supported.

However, we as volunteers also realize that there is still a lot to be achieved since there are millions of children in India who do not have access to basic education. Debates and discussions are now underway among the volunteers about innovative ways in which we can make a greater impact on the situation. As part of this learning process, we are undertaking projects to evaluate our efforts over the past decade. In the end, we hope to be able to better understand the impact we have had, and where we should focus our efforts going forward.

❖ Our chapter - Asha NYC/NJ

Since its inception in 1994, the NYC/NJ chapter has been an integral part of Asha for Education and one of its highest fundraisers. The chapter boasts of over 40 active volunteers who come from numerous walks of life – financial services, engineering, medicine, arts, and academia. Volunteers are full-time professionals in global conglomerates such as Accenture, American Express, Bloomberg, Citigroup, Goldman Sachs, and T-Mobile to name a few. Last year alone, the chapter raised close to \$150,000 and since 1994 has disbursed over \$600,000 to support a total of 33 projects. We achieved this phenomenal feat through various fundraising events - a 5K run/walk, a theatre production, a classical music concert and a marathon training program.

The NYC/NJ team has ambitious plans for 2007 – to spread awareness among the NYC/NJ community about Asha and its objectives, to meet and beat our fundraising achievement from last year and to significantly increase our spending on meaningful projects.

We invite you to become a part of this phenomenon and help make a difference!



Project selection and management

❖ Project selection process

Asha receives project proposals from different organizations actively involved in social work in India through personal contacts in India and other individuals residing in the United States. Detailed information is collected for every project through a standard project proposal form that is available at - <http://www.ashanet.org/nycnj/files/proposal-form.pdf>. In addition, we strongly encourage our volunteers to recommend projects that they have first-hand knowledge and experience with.

Once a proposal is received, Asha volunteers thoroughly review these proposals and correspond with the organization to obtain any additional information that maybe required for evaluating a project. Various factors such as history and structure of the organization, objectives of the project, proposed plan and budget, and the outcome(s) of the project are considered during the evaluation process. Additionally, Asha NYC/NJ chapter strives to fund projects in areas that are currently not extensively covered by other Asha chapters. For example, assuming that two projects meet all our requirements, we would preferentially fund the project in the state with the lower literacy rate or the one that is located further away from an urbanized region. Currently, we are actively seeking out projects in Central and North India - areas that demonstrate a clear need for such initiatives but do not have a good incidence of Asha-supported projects. The final step of the project selection process is a site visit. The site visit is conducted by an Asha volunteer or by someone we as a group rely upon such as friends or relatives in that region. It is only after making sure that the information presented on paper is reality and that the proposal to address the situation is in fact a viable proposition, the project is approved for funding.

❖ Project management process

All projects that are approved for funding are assigned an Asha volunteer as the project custodian. Project custodians are responsible for monitoring progress and making sure that payments are made in a timely manner. Asha requires the organization conducting the project to provide complete financial information and narrative reports (with photographs, if possible) on the progress of the project at least once a year, up to four times a year. In addition, Asha volunteers visit project sites unannounced to evaluate for themselves the progress of the project and verify the reports sent by organization. Project custodians facilitate gathering and distribution of this information to all stakeholders.

At the end of the funding term, some of the projects attain self-sufficiency through support from the Indian government, some are taken up for financing by other organizations who are satisfied with the progress the project has made, and some of them apply to Asha again for funding. Keeping in mind the need to broaden the scope of its impact in India, and the need to ensure that existing projects continue to thrive, Asha decides on a case-by-case basis the appropriate course of action. This could be either continuing support for the project, or recommending it to other chapters of Asha and/or other organizations that Asha works with. In all cases, Asha reserves the right to terminate funding at any time if it is not completely satisfied with the progress. Realizing that the children involved are the ones most affected if such a situation arises, Asha volunteers invest a lot of effort upfront in choosing the projects and the organizations implementing them.



Projects supported by NYC/NJ chapter in 2006-07

❖ Namgyal Institute for People with Disability - Ladakh, Kashmir

Namgyal Institute for People with Disability works within the governmental school system to allow students with disabilities to participate in education. The program focuses on identifying children with disabilities, working with schools and training teachers to accommodate these students, and reaching out to the community as a whole to get support for their activities.

❖ Sarada Kalyan Bhandar - Midnapur, West Bengal

Sardar Kalyan Bhandar (SKB) has three primary areas of work: primary education, healthcare for children, and higher education. They created an after-hours school program aimed at class preparation and regular school attendance. SKB also provides women from underdeveloped villages financial support while they pursue higher education. Asha for Education has helped raise money to complete the construction of a tuition center for this project.

❖ Sarovodaya Parivar Trust- Valsad, Gujarat

In 1994, Dolatsingh Parmar started the Sarvodaya Vidyalaya, a residential school located in Pindval to teach a small group of 40 boys in first grade. Through Asha for Education's support and guidance, they started to enroll girls and set up a separate building for them as well. The enrollment has grown every year and there are now over 200 students attending the school from pre-school classes to the 7th grade.

❖ Door Step School (School on Wheels) - Mumbai, Maharashtra

Door Step School is a registered non-profit organization working in Mumbai and Pune, India. It conducts non-formal education classes for out of school and working children (7 to 18 years of age) residing in slums, on pavements, docks etc. Asha for Education supports Door steps "School on Wheels" bus, which makes basic education easily accessible to a larger number of children.

❖ Seva Chakkara Samajam - Chennai, Tamil Nadu

Seva Chakkara Samajam is an children's shelter that houses 89 children and is located in the heart of Chennai. The shelter operates a residential primary school for the younger children (grades 1 to 5) after which the children write open admission exams and attend higher grades in other local schools. Although they continue to live at the orphanage. Through Asha's Support A Child project it is possible for an individual to sponsor the cost of education or total living expense for a student at the orphanage for as little as \$20/month.

❖ Sankurathri - Kakinada, Andhra Pradesh

Based just outside of Kakinada in Andhra Pradesh, Sankurathri was founded as a model school that has changed the way the community viewed education. In contrast to the other schools in the area, Sarada Vidyalayam demands strict discipline and sets high academic standards. Every single student who has entered Sankurathri school has successfully completed 7th grade and



passed the state exam with first class. Asha for Education recently launched an Asha Stars program to support teacher's salaries of the school.

❖ **Timbaktu Collective - Anantapur, Andra Pradesh**

Timbaktu Collective has been Asha NYC-NJ's longest running project. The Timbaktu education program consists of several components: the orphanage and school with classes from grades 1 to 7; an additional school for grades 8 to 10, and a Children Resource Center. Asha for Education has supported Timbaktu in its organization of women's *sangams* (groups) and their alternative education program which includes a day school in each of the six villages as well as a residential school.

❖ **Chintan - New Delhi**

Chintan runs education programs for children from the waste picking communities in Delhi who do not have any formal education. Chintan targets children between the ages of 8 and 14 and helps provide them with "bridge classes" to prepare them for joining regular schools, support classes for children attending regular schools, and Bal *panchayats* (governing bodies) to help build self confidence among these children. Asha's grants will be used to provide books and basic stationery to children, and provide salaries to teachers and community workers.

❖ **MUKTI - Sunderban region, West Bengal**

Charitable and socio-economic development trust Mukti was established in 2003 by Sunderban native Sankar Halder. Mukti's mission is to establish programs for upliftment of the underprivileged, illiterate, poor, and backward people of mainly the Sunderban region by way of motivation and human resources development. Asha is supporting phase-3 of Mukti's book bank project and contributing towards the purchase of text books for 1000 students in Purbasridharpur region.

❖ **SAATHII - AIDS Orphans East Godavari District, Andhra Pradesh**

SAATHII supports NGOs and residential homes that are associated with local schools or are running their own schools in the rural areas of Andhra Pradesh where HIV/AIDS prevalence is reportedly high and a large number of children are already infected and/or orphaned by the epidemic. Asha is currently supporting basic education including school fees, uniforms, books, bags and shoes for 85 children affected by HIV and AIDS. In addition, Asha supports residential schooling (nutrition, uniforms, books, bags, and shoes) for 60 children infected with HIV.

❖ **Mahila Samakhya (Kasturba Gandhi Balika Vidyalaya) - Uttar Pradesh**

The Government of India has approved a scheme called Kasturba Gandhi Balika Vidyalaya (KGBV) for setting up 1180 residential schools with boarding facilities at elementary level for girls belonging predominantly to Scheduled Caste and Scheduled Tribes communities that are severely backward due to traditional and now illegal untouchability practices. The scheme will be coordinated with Mahila Samakhya (MS), a government program which works towards enabling women while also helping society become equity-oriented. Asha is working with MS to support the residential school program.



Upcoming Events for 2007

❖ Asha NYC/NJ dinner gala – May 19, 2007

The Asha NYC/NJ Gala, scheduled for the May 19, 2007 will be our first event of such magnitude. We are happy to announce our guest of honor, Mr. S. Gopalakrishnan, Chief Operating Officer, co-founder and Member of the Board of Infosys Technologies Ltd and special guest speaker, Mr.P.Sainath, development journalist and award winning author. The event will be hosted at the Waldorf Astoria and will include dinner and entertainment.

❖ Asha NYC/NJ 5K run/walk – June 30, 2007

Asha NYC/NJ organizes a 5k Run/Walk every year in the summer. This year will be the fourth edition of this event. Last year's event was held at Riverside Park and was a tremendous success with over 270 runners registering and participating in the run/walk. People of all ages and fitness levels came out in full force to show their support for the cause of education.

❖ Notes of Hope, annual concert

As the name suggests, Notes of Hope is a musical concert held in the fall season of every year. In conjunction with other chapters in the North East region, the NYC/NJ team invites a famous artist/band to entertain audiences and help spread the word about education. Last year's concert featured Pt. Shivkumar Sharma accompanied by his son Rahul Sharma and Aditya Kalyanpur. The event attracted about 450 people with a taste for Indian Classical Music.

❖ Comedy Show

The first of its kind, organized by the NYC/NJ marathon team last year, the comedy show featured three up-and-coming Indian stand-up comedians. The event attracted an audience of over 200 people and was sold out. This year's event is being planned on a larger scale with more laughs.

❖ 2007 Wrap-up Event

Another initiative started last year, our annual wrap-up event provides our donors, sponsors and media personnel an insight into the funds raised and projects supported throughout the year. The 2006 wrap up was held at the Tamarind Arts gallery and was attended by over 100 guests including donors, volunteers, and members of the press.



Corporate Sponsorship Package

❖ Friends of Asha NYC/NJ: \$10,000

As Asha NYC/NJ gets ready to launch a new year, we are looking towards organizations with interests in promoting education and India's development to help us start the year with a firm financial base. This will allow us to scale up our fundraising efforts and plan for the entire year instead of one event at a time by reducing our heavy reliance on ticket sales for cost recovery. In return for this support, we offer –

- Prominent publicity in all Asha events and fundraisers for 2007 such as – Dinner gala, 5K, Notes of Hope and Comedy show.
- Full page advertisement in all brochures/booklets of all the events.
- Company logo on all Asha publicity materials and webpage.
- Mention of your valuable support towards Asha in event related publicity emails to our 4000+ benefactors and supporters.
- One banner provided by your company displayed prominently at the event venue (except at the dinner gala)
- Complimentary tickets to all of the above listed Asha events (4 Gala tickets, 6 Notes of Hope tickets and 8 Comedy show tickets).

❖ Cost Savings

In addition, yearly sponsorship is economical for organizations as the collective cost for sponsorship of individual events is higher –

Asha NYC/NJ dinner gala	- \$5,000
Asha NYC/NJ 5K run/walk	- \$3,000
Notes of Hope, annual concert	- \$3,000
Comedy Show	- \$2,000

Total Cost	- \$13,000
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asha.nycnj@gmail.com
www.ashanet.org/nycnj

1. Asha NYC/NJ 5K run/walk sponsorship package

The following are suggested sponsorship options. Please contact us to discuss any specific option that you find attractive.

Benefits	Platinum (\$3,000)	Gold (\$2,000)	Silver (\$1000)
1.1. Company Visibility			
Exclusive presenter (Co-branding)	◆		
Logo on front of t-shirt (Contact by - 06/10/07)	◆		
Mention of your valuable support towards Asha in 5K related emails to our 4000+ benefactors and supporters	◆		
Company banner on race website ¹	◆		
Corporate message (up to 4 lines) on e-mail flyers to NYC/NJ mailing list	◆		
Logo on back of t-shirt (Contact by – 06/10/07)	◆ (Large)	◆ (Large)	◆ (Medium)
Inclusion in pre-race advertisements	◆	◆	◆
Logo on race registration forms (Contact by - 06/15/07)	◆	◆	◆
Logo on race posters/flyers (Contact by - 06/15/07)	◆	◆	◆
Logo on race website	◆	◆	◆
Link on race website	◆	◆	◆
Advertisement in Asha newsletter (Contact by - 06/15/07)	◆ (Full Page)	◆ (Full Page)	◆ (Half Page)
Race Day Recognition			
Company official to start race and speak to runners	◆		
Company table at race	◆	◆	
Company banners ² at race	◆ (Start & Finish Lines)	◆ (Start & Finish Lines)	◆ (Half-point Water Table)
Company name announced at race	◆	◆	◆
Insert materials ^{1, 2} in goody bags	◆	◆	◆
Company Participation			
Complimentary Race Entries	50	25	12
Team Participation	◆	◆	◆

¹ Pre-approved by Run/Walk Organizing Committee

² Provided by Sponsor



Individual Contribution

❖ Asha Marathon Program

We are one of the premier endurance sports training programs in the United States and provide personalized coaching, motivation and support for individuals with a life goal to run or walk an official marathon or half marathon.

Our program is the largest fundraiser for supporting Asha sponsored educational initiatives and projects across India. In addition, Team Asha is also proud to have been instrumental in changing the lives of hundreds of professionals in New York and the Tristate area by helping them realize their athletic ambitions and fitness goals. Since its inception in 2001 with just 5 runners, the program has grown to approximately 50 runners in 2006. More than 100 of our runners and walkers have collectively raised 300,000 for Asha projects over the past three years.



Facts about Team Asha runners:

Team Asha comprises of various professionals in the hi-tech industry, doctors, lawyers, students, stay-at-home moms, and accomplished athletes.

- One does not have to be an accomplished athlete, or at peak fitness level to join the team. In fact, over 80% of Team Asha runners are new to running or any form of endurance sports.
- Roughly 40% of Team Asha runners are women.
- Our runners and walkers range from 22 to 45 years of age.
- Our track record speaks for itself – over 99% success rate with athletes who have completed the training program and run successive marathons.

For further information regarding the program (to either become a marathoner or to support a marathoner) please write to asha.nycnj.marathon@gmail.com.

❖ Support A Child Program (SAC)

The Asha Support A Child program makes it possible for an individual to sponsor the cost of education or total living expense for one underprivileged child in India. The sponsor has the opportunity to become a mentor and a friend to his/her sponsored child by writing letters and keeping in touch. The sponsor can also arrange a visit to meet the child through Asha and the project coordinators in India. The cost of participating in this program is as little as \$20/month.

Two projects come under this program are currently - The Seva Chakkara Samajam and Sarada Kalyan Bhandar. For further information, please write to ashany.sevachakkra@gmail.com.



❖ United Way Campaign

Do you work at a firm that supports United Way campaign and permits agency designations? Encourage your colleagues to consider directing all or part of their gift to Asha for Education.

To see the list of firms that run United Way campaign and make a contribution, please visit:

www.ashanet.org/nycnj/unitedway.

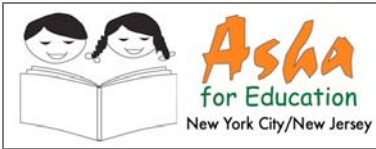
Agency code: 061340
Tax ID #: 77-0459884
Asha for Education – New York City/New Jersey
PO Box 407, Church St. Station, New York, NY 10008-0407

❖ Work An Hour

Work an Hour (WAH) is an annual online Asha for Education event which raises funds for a set of carefully selected educational initiatives in India. Donors support these projects by symbolically donating an hour's worth of their salary (or more!) to Asha. Last year's WAH raised \$94,271 with support from 1,118 donors. The WAH campaign starts on Independence Day July 4th and ends on Teachers Day September 5th.

We invite you to make your WAH donation towards one of the featured projects. For more information, please visit <http://www.ashanet.org/workanhour>.





asha.nycnj@gmail.com
www.ashanet.org/nycnj

Sponsorship Contract

To:
Asha For Education
P.O. Box 407,
New York,
NY 10008

1.1.1. Client: _____

Address:

Address:

Date:	Event: Venue:
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Event/ Sponsorship Level	Price

Special Requests:

In return for the services listed under the appropriate sponsorship level and any additional requests, the client will remit \$_____ to Asha NYC/NJ (*Make checks payable to Asha for Education NYC/NJ with "2007 Event Name" in the memo field*)

Accepted for Asha by

Authorized for the client by

Print Name: _____
Date: _____

Print Name: _____
Date: _____