

Asha for Education

- Providing Hope for Tomorrow



Asha Atlanta

Atlanta Chapter Meeting
12/12/2009

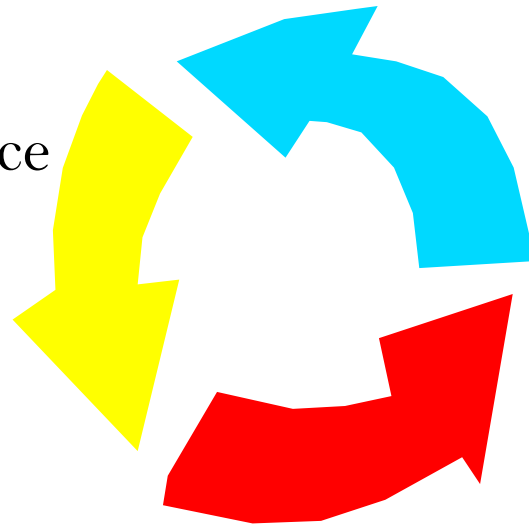
HOW? Basic Education



Dependence

Lack of
Education

Poverty



Asha for Education

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

- **Guiding Principles**

- 100% volunteer run
- No hierarchy
- Non-political and non-religious
- Zero Overhead
- Credibility is a focus

Asha for Education



- Over 70 Chapters Globally
- 1000s of Active Volunteers
- Raised over \$4M in 2008
- Highly ranked in charitynavigator.org

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The Year 2009

- Projects Supported => 9
- Funds to be Disbursed (by Jan End) => 38K (\$23K till date)
- Funds Raised (Total 36K)
 - Sanskriti Cultural Event (13K)
 - ING 2009 (3K)
 - Atlanta Marathon (10K)
 - Braves Raffles (0.5K)
 - Net IP event (0.3K)
 - WAH (1.2K)
 - Calendars (0.5K)
 - Cyclone Aila Publicity Campaign (2K)
 - Registry of Hope (2.5K)
 - Project specific individual Donations (2.5K)
 - Other donations (0.5K)

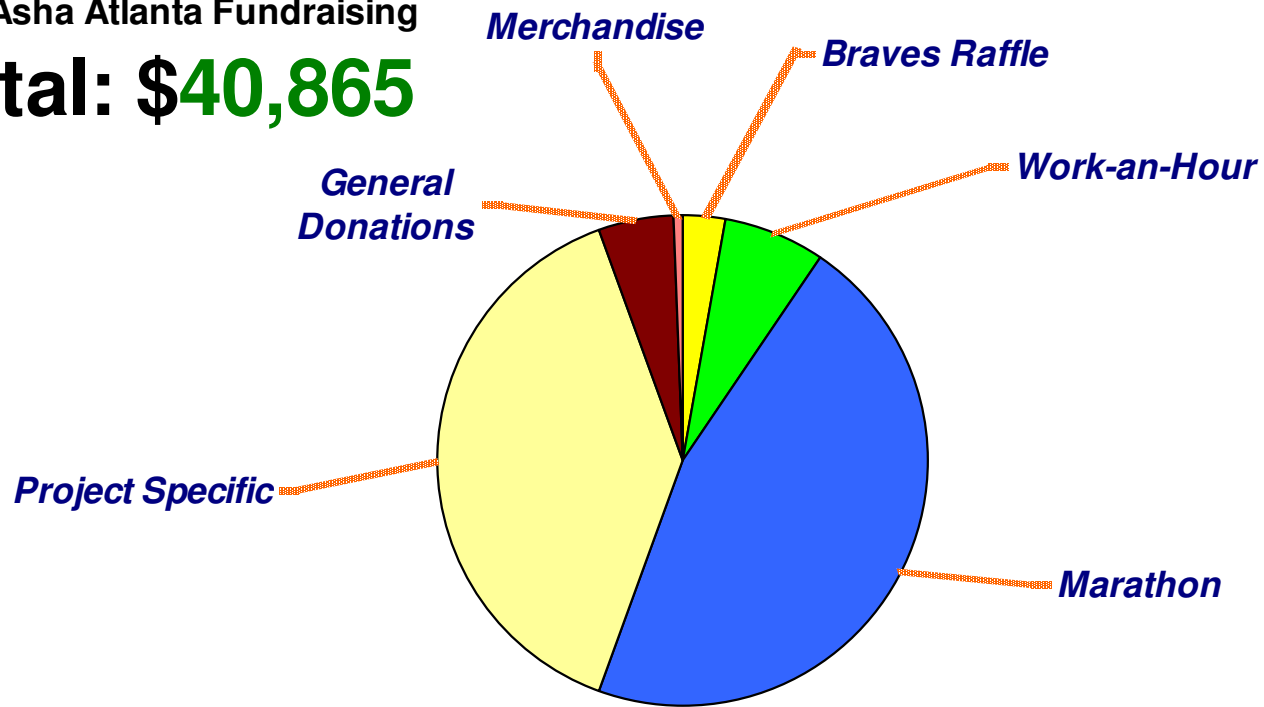
The Year 2009

- Active volunteer strength increased by 10-15. (Beyond student groups)
- Monthly Project Meetings started
- Half-yearly Newsletter out after 2 yrs
- Donor database created and maintained
- Facebook account created
- New look for Atlanta Chapter website (regularly updated)
- Publicity campaign in Peachtree Road Race and Global Mela

Looking back – Year 2008

2008 Asha Atlanta Fundraising

Total: \$40,865



- Braves Raffle
- Work-an-Hour
- Marathon (cost sponsored by TSG)
- Support-a-Project/Child and Project Specific
- General Donations
- Asha Merchandise

The Year 2010 (Goals)

- Projects to be Supported => 12
- Fundraising target =>60K
- 4 main sources of funding:
 - Marathon Training (30K from ING, Atlanta, Peachtree Road Race)
 - Social events (10K from Wine & Cheese Event, dinner, event sponsorships, new events)
 - Support-a-project , WAH & Registry-of-Hope (10K)
 - Cultural event (10K, TBD in Fall)
- Raising awareness in local groups — Spread the word
- Get registered in Emory and GSU.

The Year 2010 (1st Quarter)

- ING fundraising event (Jan – March)
- Wine & Cheese Event (Feb)
- Support-a-project efforts (WB, Gujarat, Karnataka, AP)
- Raising awareness in local groups (presentations) — PONGAL, Saraswati Puja

Asha on Social Networks

- The Atlanta chapter is active on Facebook and Orkut.
- New events and volunteering opportunities are posted on these networks.
- Great way to show your support to Asha and updating your friends at the same time.

ZOH policy

- Asha takes pride in its Zero Overhead (ZOH) Policy. Simply put this means all the money we raise goes to the children we support.
- All administrative expenses (ex Credit card processing fees, cost of running the marathon training program etc) are kept to a minimum as much as possible.
- A recent Asha Representative Committee (ARC) poll due to accept/modify the ZOH policy but gave chapters the option of moving away from ZOH if they are unable to raise funds to meet the admin expenses.

ZOH Challenges

- Atlanta had so far decided to stick to ZOH as we have seen this to be a major motivating factor for donors to choose Asha over other charities.
- In 2008, all our marathon admin expenses were sponsored by TSG.
- We are looking for sponsorships to cover the admin expenses from this point onwards.
- Other ideas include organizing events especially to cover for admin expenses, so regular donors' money always goes to the children.
- Suggestions are welcome! We will do an official voting soon.

Action Items

- Get the calendars
 - Nominal charge of \$10
 - Give it to your friends/family and they will know the name of Asha
 - Gift the generous donors
- If you are on facebook
 - join the campaign
 - get your friends in Atlanta involved
- Take leadership roles in various events and help us grow
- Talk to the organizations you are involved with.

What can you do?

▪ This group is for you if

- If you consider charity as your hobby
- If you are looking for a group doing fun events for a great cause
- If you want to help unfortunate kids in India and change their lives
- Commitments can be from 2-3 hrs for one time event to 4 hrs/week for 2-3 months depending on what you want to do.

▪ You can help in

- Events/Fundraisers
- Publicity/ Spreading the word
- Website development
- Stewarding projects, getting site visits done in India.

We can do it. You can help!!

● *Visit us at www.AshaNet.org/Atlanta*

● *Asha-Atlanta@yahoogroups.com*

Discussions and Meeting minutes

- Attendees (8): Senthil, Hema Nagrajan, Hema Ramanathan, Tapobrata, Padmanava, Pritesh, Vineet, Lakhsmi.
- Self-sustenance for Marathon Program (e.g. coordinator from older running group, alumni runners as mentors)
- Planning events with an event proposal at hand and volunteer names associated with it (2 leaders, 3 supporting)
- Get children/high-school kids involved and get to their parents (e.g. Balya Bihar); More events like Sanskriti where a school of arts performs.
- Connect to local organizations to raise awareness and start support-a-project in diff. states (KA, AP, TN, MP, Gujarat, WB)