



asha
FOR EDUCATION

ANNUAL REPORT 2002



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I n d e x

It is the Asha-India meeting at the Timbaktu Collective, December 2002. The volunteers are seated in a circle, discussing issues. Everyone gets a chance to speak, to express their thoughts. Decisions are made collectively. It is the same at the Asha East Coast conference held at Princeton in August 2002, and it is the same at Asha chapter meetings around the world. In many ways this mirrors what we believe is essential for change - collective and democratic decision making in the villages and communities we work with, where everyone is equal and empowered to participate. This is one of the unique features of Asha which sets us apart from many other organizations. It comes with various challenges, and in our 12th year of existence, I can perhaps say we have met them with success. We continue to grow in a decentralized fashion, and it is one of the core strengths of Asha.

Our hearts, their minds, one hope....

The last year, as always, has been an exciting one for us. One of our volunteers, co-founder of Asha Sandeep Pandey won the Magsaysay award, the Asian equivalent of the Nobel prize, in the category of Emergent Leadership. It was a proud and exciting event for us, to have this award given to someone in our midst. It was a recognition of his contribution to Asha and his contribution to nuclear disarmament, communal harmony and other peace initiatives.

In spite of a continued weak economy we raised \$1.3 million dollars last year, and disbursed over 90% of it last year in keeping with our conscious decision to leave no funds idle in the bank. We started many new initiatives - the Learning Network, Asha-Special, Asha-Akshar, to name a few. The Learning Network brings together groups working on activity based learning techniques, to make learning joyful and interesting so that children learn how to learn. Asha-Special focuses on the most vulnerable children of all, children with disabilities. Asha-Akshar urges volunteers and others to bring about change in the lives of people they are in contact with by ensuring the education of children of domestic help in their homes.

There has been a marked increase in the depth of understanding of projects. Volunteers working on projects with similar themes have come together to share experiences, thoughts and ideas. Asha is able to go beyond isolated project views and learn across a range of work. Our project partners benefit from the moral support in coming together with other similar groups. Strategic zonal groups have been formed to foster this exchange of ideas and support within a geographical region. At the other end of the spectrum of scale we have understood the value of building leadership and skills amongst rural youth. These youth, many aware of the issues, are eager to change their communities and just need some initial moral, administrative and financial support. They might not be able to attract the attention of large funding agencies but Asha recognizes their potential and works with them. Awareness of the importance of improving the government schooling system continues to increase and several chapters are working on successful projects which address the issue.

The energy of volunteers led to many innovative fundraisers last year. The Harbingers of Hope marathon event has caught the imagination of several chapters. Fun events such as Holi have been successfully branded in the bay area and new ideas such as quiz shows, cricket tournaments, cricket screenings have been successfully tried. Our support base of individual donors continues to grow.

The main hope of a nation lies in...

Many of our processes have been streamlined and made more efficient, thanks to the hard work by our volunteers. The projects database and web interfaces for credit card and event ticket processing are just a few examples. We have evolved processes for setting up libraries in our projects and shipping used computers to our projects and elsewhere. These initiatives reflect the diverse interests of our volunteers united by the common goal.

We proactively network with other like minded groups through informal and formal meetings and conferences. Our publicity efforts have been greatly strengthened, with a tangible media presence and regular columns in various forums. On October 5th, Asha participated in Gandhi Day, where several groups came together to volunteer for an activity in their area. Volunteers painted schools, packed and shipped computers to projects around the world, and worked at drug and rehabilitation centers and retirement communities. It gave us a real feel of what it is to be a grassroots volunteer, and the opportunity for complete involvement with 'man', 'dhan', and 'tan'.

While we continue to grow at a steady pace in the U.S. we saw a huge growth in chapters in India and abroad. Several Asha-US volunteers returned to India and contributed to buildings chapters in India. Some of our newer chapters are Bangalore, Chennai, Pune, Pilani and Kolkata for a total of over 10 chapters in India. Working closely with them has improved the grassroots perspective of Asha-abroad chapters. The Melbourne (Australia) and Singapore chapters are being revived, and London and Zurich are the mature chapters in Europe with many new ones starting up in Munich, Eindhoven, and Oxford.

...the proper education of its youth

- *ERASMUS*

diverse backgrounds, with a common set of principles and singular commitment." Along with the privileged middle-class volunteers we also have rural youth volunteers from less privileged backgrounds who bring a very valuable perspective to Asha. The Asha-special group has three volunteers who are visually disabled, who are helping guide projects that work with the blind with their own experiences. Such volunteers are an immense source of inspiration to the rest of us.

Asha is a wonderful place to be. A diversity of opinion and initiatives coexists happily, much like a microcosm of India itself. We hope our annual report will give you a glimpse of what Asha is, what it believes in, what it has done. Through its pages we welcome you to the world of the Asha family.

Melliya Annamalai
President

We continue to attract committed and passionate volunteers. Asha's decentralized and democratic structure welcomes volunteers from all over. One new volunteer put it well "I liked Asha for its wide reach and the commitment displayed by its volunteersthere was a perceivable energy and spirit in Asha.a variety of people from

Asha means 'hope' in several Indian languages. Asha for Education was born out of the desire to bring hope to the lives of underprivileged children of India; it also represents the collective hope of volunteers working together to bring about a change in the lives of these children. Deprived of access to education in their childhood, a whole generation of Indians is growing up unprepared to face the economic and political challenges of the twenty-first century. We believe that addressing the problem of education is pivotal in breaking the 'vicious cycle' of poverty.

Asha for Education is an international action group dedicated to socio-economic change in India. In pursuit of this goal, Asha focuses on education, in the belief that education is a critical requisite for socio-economic change.

The objectives of Asha are:

1. To provide education to underprivileged children in India.
2. To encourage the formation of various local groups, both in India and abroad., to reach out to larger sections of the population.
3. To support and cooperate with persons and groups already engaged in similar activities.
4. To raise the required human and other resources to achieve the group objectives.
5. To provide opportunities to people to participate in Asha activities in India.
6. To address, whenever possible, other issues affecting human life such as health care, environment, socio-economic aspects and women's issues.

Asha is a non-profit, entirely volunteer driven group with a difference

-It is a zero-overhead group. 100% of all donations are used for funding educational projects in India.

-It is a non-hierarchical organization, with its mission and activities decided by its volunteers collectively, instead of by any single volunteer.

Asha was founded in 1991 at the University of California, Berkeley. In the past 11 years, Asha has supported more than 600 different projects in India. Volunteers identify, research and raise funds for the projects. However, the support they provide is not just financial in nature. A volunteer attempts to develop a long-term personal relationship with the project and the local community through multiple site visits and regular communication.



Introduction

WHAT DO WE DO





Introduction

TODAY'S ASHA



Asha raises funds for its projects in numerous ways: individual donations, merchandize sales, marathons, fundraising dinners, concerts and company grants. Asha for Education is registered as a federally tax-exempt organization under IRS Code Section 501(c)3.

Since 1991, Asha has grown tremendously and today has nearly 75 chapters and over 1000 dedicated volunteers worldwide from various walks of life. The past year has seen the explosive growth of chapters outside of U.S and India, namely the efforts in Oxford (U.K), Munich (Germany), Eindhoven (Netherlands), Singapore, Melbourne (Australia), in addition to the strengthening of chapters in London (U.K) and Zurich (Switzerland). Chapters in India have grown as well, with new chapters at Bangalore, Kolkata and Chennai adding to the chapters at Pilani, Rajatalab (U.P), Mumbai and Delhi and the Asha centers in U.P at Ballia, Kaithi, Kanpur, Lalpur. There is a lot of co-operation among chapters, resulting in the joint ownership of large projects, formation of focus groups and discussion forums across chapters, and international events like the Asha conferences and Work-An-Hour, our annual fundraising event.

Our recent activities include support for curriculum development, creation of educational resources, use of technology for accessing resources from remote locations and for multimedia based interactive teaching material, and projects working on improving the government schooling system. We also address issues of health, empowerment, women's issues, economic issues when they relate to the education work we do.

Dr. Sandeep Pandey, one of the founders of Asha for Education was awarded the 2002 Ramon Magsaysay Award (the Asian equivalent of the Nobel Prize) in the Emergent Leadership category for his work towards the upliftment of the poor and the underprivileged in India. An expression of Sandeep's work is at the Asha Ashram at Lalpur in Uttar Pradesh. Dr. Pandey, a Gandhian in his ways, is a grass-roots activist who is also involved in many other activities, such as Sarva Sewa Sangha (a national network of Gandhian organizations), National Alliance for People's Movements (NAPM), and Coalition for Nuclear Disarmament and Peace. His work with these groups does not relate to Asha for Education.

Asha, in its effort to make a difference in the lives of children of India, is also preparing a group of individuals who are more socially aware and responsible. Each Asha volunteer is a leader in his or her own right... their contribution, however small, will go a long way in helping us make the change we want to see in the world.

Several articles appeared in various magazines ranging from traditional newspapers such as The Hindu to Internet-based organizations such as Sulekha. Articles were written by various Asha volunteers on topics ranging from specific projects that Asha supports in India to the experiences of a couple of Asha volunteers' epic journey throughout India visiting various Asha-supported projects.



2002 Ramon Magsaysay Awardee for Emergent Leadership

Dr. Sandeep Pandey, one of the founders and early volunteers of Asha for Education was awarded the 2002 Ramon Magsaysay Award in the Emergent Leadership category for his work towards the upliftment of the poor and the underprivileged in India. The entire Asha community around the world is proud his work has found the recognition it deserves. Congratulations Sandeep!

It is a tradition exemplified by Gandhi himself. After years of sojourning abroad, an educated Indian returns home and, foregoing a comfortable career, applies himself to the great social questions. Mohandas K. Gandhi was a lawyer by training. These days, Indian sojourners abroad are more likely to be learning computer science and engineering and preparing to join India's high-tech economy, or North America's. Sandeep Pandey was such a person yet he has chosen Gandhi's path.

Born to India's middle classes, Pandey studied at Benares Hindu University before attending graduate school in the United States. While pursuing a Ph.D. in control theory at the University of California-Berkeley, he joined V.J.P. Srivastavoy and Deepak Gupta to form Asha (Hope), to support education for poor children in India by tapping the resources of Indians abroad. The enterprising founders raised ten thousand dollars in one year, an auspicious beginning for an organization that now claims thirty-six North-American chapters and has disbursed nearly one million dollars for programs in India. After launching Asha, Pandey himself returned to India, doctorate in hand. He taught briefly at the prestigious Indian Institute of Technology and, in 1992, left the institute to devote himself full-time to Asha's larger purpose: to bring about socioeconomic change in India through education.

In the News

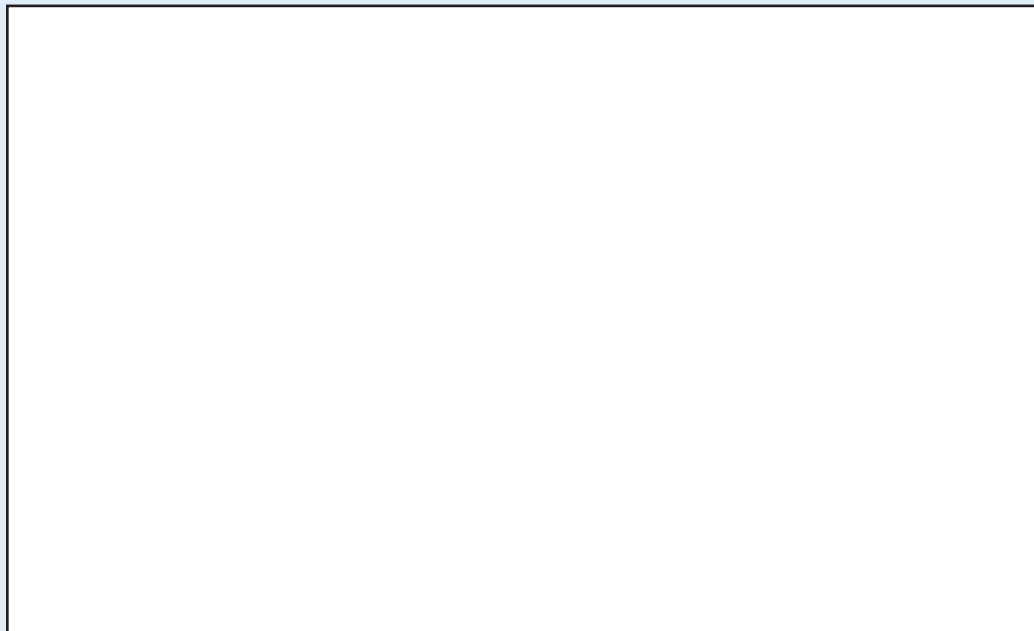




A full expression of Pandey's vision is the Asha ashram in the dalit village of Lalpur, outside Lucknow. There, students live and study among traditional artisans and engage in bee-keeping, vegetable gardening, and cottage industries. They follow a special Asha curriculum and fill the air with songs and stories that convey the school's philosophy. The ashram also serves as a retreat center for Asha workshops and provides simple health services for the community. It is introducing new technologies and livelihood projects. To break down caste barriers, the ashram community conspicuously violates upper-caste taboos against dalits and publicizes anti-dalit crimes and abuses such as bribe taking by local officials.

In the News

Thirty-seven-year-old Pandey shares his busy activist life with his wife Arundhati and their two children. He is soft-spoken but passionate, as he motivates Asha's volunteers and young people and shepherds a multitude of projects. How does a one-time aspiring engineer manage such a life? "I believe in the Gandhian thinking," he says, "that once the path is chalked out, the means will follow."



Asha For Education Received Community Service Leadership Award From SiliconIndia

Asha for Education received the Community Service Leadership Recognition Award from SiliconIndia on March 29th, 2002 in Santa Clara, California. At the SiliconIndia Community Awards Banquet, Mr. K.B. Chandrashekar, founder, Exodus Communications and Jamcracker presented the awards. On behalf of Asha, Ms. Netika Raval gave a presentation at the banquet. Our thanks to SiliconIndia for instituting this award and for recognizing Asha's efforts and role in the non-profit sector.



Focus on Asha



Asha has come a long way since the birth of the first chapter in 1991 at the University of California, Berkeley. With the efforts of dedicated volunteers, the name and message of Asha has spread like wildfire both nationally and internationally. Over 1000 active volunteers are involved in making Asha's mission a reality.

Focus on Asha

Currently there are 74 Asha chapters around the globe: 37 regular full-fledged U.S. chapters, and seven recognized U.S. satellite chapters, seven U.S. satellite chapters-to-be, nine international chapters, and 14 chapters/centers in India. The formation of more chapters in India has helped chapters in the U.S./abroad to build closer bonds with their projects, by creating a solid network between both groups of volunteers.

Each of Asha's chapters is unique and each is doing its part to provide as many under-privileged children with their innate right: an opportunity to learn. The following is a glance at the activities of a few burgeoning Asha chapters...



Asha-Bangalore currently works with other Asha chapters in providing non-financial support for projects within and in the vicinity of Bangalore. Some of the projects that Asha-Bangalore is involved with are:

APSA: A grassroots community development organization, APSA, concentrates on the development of urban slums, street children, child laborers and children in distress (For example, child victims of prostitution, abandoned children, runaway children, and so on.)

Ashwini Charitable Trust (ACT): Named after the first child whose education was supported, this trust currently supports 30 children studying at the National Children School, The Ambujammal High School, and the Seventh Day Adventist School in Bangalore, who were selected on the basis of attendance, economic needs, and academic performance. The trust also conducts classes two times a week after school hours to help children with their homework.

Concerned for Working Children (CWC): CWC, one of the first organizations to work exclusively on the issue of children's rights, runs a vocational training school at Namma Bhoomi, Kundapur in Udipi District. Here, the children (ex-child laborers) are given a formal education, and equipped with the appropriate vocational skills that will help them choose a suitable vocation. The 18-month training period offers courses such as weaving, carpentry, tailoring, and cane and bamboo craft.



Asha Bangalore





Asha Zurich:

OFF TO A STRONG START



Asha-Zurich was started in conjunction with the Indian Students Association in January of 2002 by a few zealous students, and has grown to its current size of twenty-one volunteers in Zurich and four in Germany. On May 26, 2002 the first General Body Meeting was held, establishing Asha-Zurich as an independent organization.

In May 2002, to raise awareness of their newly born organization, Asha-Zurich presented Taal, a musical show. This event, organized by the Indian Students Association of Zurich, proved a resounding success, not only as Asha-Zurich's first platform of publicity, but also as a fundraiser. Another fundraising program, "Charity As Your Hobby (CAYH)", was unleashed in September 2002, instigating the chapter's first body of regularly contributing donors. Asha-Zurich reports that around 1,000 SFr (Switzerland Francs) in donations are given every month from their now twenty CAYH participants.

With the hopes of establishing contacts with other charitable and cultural organizations, industry, and any interested individuals, the chapter held Asha Aperro in December 2002. With an audience of about forty guests, Asha-Zurich presented information about its objectives, activities, and achievements, then welcomed comments and discussion from the participants. Asha-Zurich has also made appearances at events organized by groups, such as the Indian Association of Baden, Indian Association of Zurich, Bharatiya Kalaalayam, and Musik der Welt, encouraging individuals to donate to Asha. Through these many efforts, Asha-Zurich managed to collect over 17,000 SFr during the financial year of 2002 (carrying over into March 2003).

For its first project, Asha-Zurich chose to support the construction of a school building for Vivekananda Ashram, located in Hoogly, West Bengal. The ashram was originally constructed in order to give orphan children in the village a new life, by providing them with housing and care. Since then, Asha volunteers of Urbana-Champaign have helped to add a day school to the ashram.

Though Asha chapters in the U.S. have been funding projects located in and around Chennai, since 1992, the Chennai chapter of Asha officially began in 2000 when Dr. D. Prakash started the Asha-Pride Project "to make the Besant Nagar area a pride of Chennai". Since then, Asha-Chennai has grown to include 13 committed volunteers in India and several more contributing from the U.S. and Singapore.

In 2002, Chennai supported four projects:

Asha Pride Urur Olcott School (ongoing since 2001): Founded in 1939 by M.K. Gandhi, located in the village of Urur Kappam, runs both the pre-school and the primary school. Asha-Chennai hopes to improve the quality of education provided to the 150+ kids as well as to illustrate the importance of education as an integral part of community development.

Asha Build (Migrant Brick Workers): Started in 2002, Asha-Build provides educational opportunities for children working in brick industries. Nearly 100 children are attending the five motivational centers that have been set up by Asha in five brick chambers. Because the children move from place to place accompanying their parents to work, it is difficult for them to enroll in full time school. They also face malnourishment and respiratory illness. Asha teaches basic literacy and numeric skills, while motivating children to continue their formal education. They are also in the process of developing a nutrition/health education program for the women and children.

Asha Scholarships: Asha-Chennai provides financial assistance to underprivileged children in the first grade to college levels to cover school fees and the costs of books and uniforms. In addition, Asha volunteers serve as alternate role models and mentors to these children.

TRY-To Reach You (ongoing since 1999): TRY is a multipurpose social work organization which reaches out to the socially, educationally, and economically backward sections of society. Providing education for children of commercial sex workers is TRY's primary focus. The Anand Children's Home at Ramavaram, Chennai was started to provide a home-shelter for these children, as well as to give them an opportunity for education.



Asha Chennai:

A YEAR IN REVIEW





Asha for education supports a large number of projects with varying focus on the form of education imparted. In addition to supporting projects that provide access to basic education for the underprivileged kids, Asha also supports projects that provide access to alternate education such as personal hygiene and self-esteem, sustainable agricultural life-style, and so on. In this section, we highlight four projects that were nominated for funding through the Work An Hour (WAH) campaign. The WAH campaign is Asha's annual worldwide fund-raising event that raises money to fund specific projects.

Projects funded through Work An Hour in 2002

1.	Adhikar	\$19,200
2.	Gyanganga	\$15,300
3.	Timbaktu Collective	\$25,725
4.	Urmul Jyothi	\$19,585
	Total Disbursed	\$92,641

Projects in Focus

Adhikar: ADHIKAR started its operation in the slums of Bhubaneswar in Orissa - a state in the Eastern part of India. Currently, its activities are spread over four districts namely Jagatsinghpur, Khurda, Nayagarh, Cuttack, and Nawaranghpur in Orissa.

Funding from Asha through Work An Hour 2002 will help fifteen Non Formal Education (NFE) centers in 13 Gram Panchayats in Chandanhandi block of Nawrangpur district of Orissa. This project will benefit approximately 420 children. This area is predominated by tribals and people from the lower castes, and has the lowest literacy level in the state. There are sound indications of community involvement such as: all teachers are local, most classes are conducted in the teacher's house or rooms dedicated by villagers, local community has been contributing basic school supplies. However, the villages in which the NFE centers operate are extremely poor.

The objectives of this project are to:

1. Promote universal enrolment and retention of children of 6-14 years age group in the operational area.
2. Help improve the quality of education through relevance of curriculum, diversity in learning activities and innovative methodologies and materials.
3. Create a learning climate by involving local community, parents and formal school teachers.
4. Cater to the learning needs of children from socially and economically weaker sections of society.





Projects in Focus

Timbaktu Collective: The economy of the Ananthapur region in the state of Andhra Pradesh revolves around agriculture. Many of the villages in this region are poor because of the traditionally unreliable rainy season, exacerbated by the degradation of the land as a result of abusive agricultural techniques such as excessive mono cropping.

The Timbaktu Collective has been striving to help the common people to rejuvenate, regenerate and revitalize, their natural resources and traditional genetic base. The idea is to help the common people to regain control over their natural resources and traditional genetic base to conserve the Agro Bio-diversity in Anantapur district, so that they can combat drought and continue to live a sustainable agricultural lifestyle.

Additionally, the Timbaktu Collective project wants to make a lasting improvement in the lives of these people. This is primarily achieved by encouraging the practice of permaculture - a sustainable and eco-friendly form of agriculture, organizing women's 'Sangams' (groups) to deal with problems faced by women and running an alternative education program for children.



Gyanganga: Jherli is one of the most backward and underdeveloped Gram Panchayats in the Jhunjhunu district of Rajasthan. Gyanganga initially started with improving the educational environment in the primary school level for Jherli Panchayat consisting of three villages namely Garinda, Railla & Jherli in Jhunjhunu district, Rajasthan. The total population of these villages is more than 5,000 and the basic occupations of the villagers are cultivation, daily-wage labor and small business.

Projects in Focus

The National Service Scheme (NSS) unit of Birla Institute of Technology and Science is part of the National Service Scheme introduced by the Indian Government in 1969. The NSS team at BITS-Pilani has been working in nearby villages for quite some time. The schooling facility in

Jherli is up to 10th standard and in Railla and Garinda are up to 5th standard. The Government of Rajasthan runs all the schools. The number of school-going children in Jherli, Railla and Garinda are 273, 87 and 59 respectively. Almost fifty percent of them are girls.

In addition to targeting the lowest literacy district, Gyanganga is also attempting to build a community based education model that could be sustained beyond the initial funding. The execution of the project involves working with the local community, panchayat and the government school (and its teachers) to create an education environment that could be sustained by the local people with the help from the government. The team is currently in dialogue with SchoolNet India to help us with their experience in developing and implementing a community based education model.



Urmul Jyothi: Asha is working with Urmul Jyoti to run two six-month residential camps for a total of 240 adolescent girls in Nokha, Rajasthan. These girls have never been to school. Most of the girls are expected to reach 5th grade level during the six-month residential camp. Urmul Jyoti Sansathan (UJS) is a relatively young organization, which started its efforts in 1995. UJS is an offshoot of Urmul Trust. Its major thrust has been education since inception.

The duration of these residential camps is typically 6 months. About 120 girls with no prior schooling or formal education are selected and educated through 5th standard in the 6 mos. At the end of 6 months the local Block education officer administers the 5th standard exam. Since 1996-97 the project expanded its efforts to include health. It ran health camps including one for cataract eye operations. With the help of other funding agencies, UJS has opened a small eye hospital.

As part of WAH-2002 Asha is funding two residential camps for a total of 240 adolescent girls in Nokha, Rajasthan). The first Asha-sponsored camp started on March 8th (Woman's Day). The location of the camp is a rest house near the dharamshala that was initially intended to be a residence for all the girls. The owners of the dharamshala are constructing additional rooms that may be available at a later date for this camp. There will be a total of 6 teachers (4 teachers are newly trained and 2 are experienced teachers). The camp will run for about 210 days. About 47% of the girls that have passed through the 6-camps have continued their education beyond the 6th grade.

Projects in Focus





Asha-India Conference: December 27-30, 2002

The Asha-India conference was held at Timbaktu Collective, a longtime Asha project, and one of the recipients of funds from this year's Work an Hour (WAH) fundraiser. The Asha meetings in India are eye-opening experiences, and enable us to strike a closer rapport with our partners in India. They can help us greatly in appreciating the diversity of projects we support, and the diverse issues, viewpoints, and approaches that go along with them.

Workshops and Conferences

There were about 50 participants for the four-day conference, over 20 volunteers from Asha-India, over 20 from Asha-Abroad. Also, a few representatives from project partners such as Tomorrow's Foundation, Bharti Trust, and Sahanivasa were present.

Some of the major decisions taken at the conference include,

- 1) Continuing the current growth model of mixed part-time and full-time volunteers for Asha-India.
- 2) Moving Asha-India's mailing address from Lucknow to Kaithi.
- 3) Appointing Deepak Gupta as a Asha spokesperson for the next six months with Srikanth as the alternate contact.
- 4) Creating three zonal coordinators in India.

Based on these sessions, it was decided to streamline the agenda for the next conference to include two days of Asha-India issues and discussions, a day to focus on chapters in India and Abroad and their common issues, and a day for project partners. Also, the future conferences will be held in the month of January to facilitate travel of overseas Asha volunteers to India.



Serve India Forum Conference: Aug 31-Sep 2, 2002

Serve India forum (SIF) is a forum or a network for building relationships, awareness and partnerships or forge synergy amongst all non-profit organizations (NPOs) registered in the US that are supporting development projects in India.

SIF is not another umbrella organization. It is a space or a network or a forum for different organizations to keep their lines of communication open, build relationships and leverage synergies.

The SIF goals, on a long term, short term and near term respectively, are to accelerate socio-economic development in India, build bridges and share best practices among NPOs.

The Serve India Forum Conference 2002 (SIF 2002) was the first achievement of this network and was attended by volunteers from Asha for Education, AID, IDS, ICA, AIF, RIM and many other groups. SIF 2002 was held at the Perlstein Hall on the Illinois Institute of Technology Campus in Chicago on Aug 31 - Sep 2 (Labor Day weekend).



Workshops and Conferences



Here are some of the other similar programs conducted annually by various chapters:

Surbahar - Asha-Central NJ
Geetanjali - Asha-Colorado
Swara Sandya - Asha-Delaware
Rang Tarang - Asha-DC
Phir Bhi Dil Hai Hindustani - Asha-Princeton
Asha Mela - Asha-Irvine
Basant Mela - Asha-Syracuse
Tarangini - Asha-Detroit

Asha chapters conduct Indian music and dance shows every year to successfully raise money and at the same time increase awareness of Asha and its projects primarily in the local Indian communities. Highlighted here is such an event "Image of India." Marathon training program has been one of the most successful fundraisers (\$/event) in all of Asha's fundraising efforts. A summary of Asha-Silicon Valley's marathon program is also highlighted here.

Images of India -

Images of India" is the Asha-Berkeley's biggest fund-raiser and publicity event. It is usually held to coincide with the diwali celebrations in November every year. Images of India has become a legacy and popular in the Bay Area for Indian ethnic and folk music and classical dance forms presented by some of the finest talent in this region.

Focus on Fundraising

IMAGES OF INDIA



The shows run to sold-out audiences. Funds are raised through ticket sales, advertisements in the program booklet, and sale of Asha merchandise at the show.

All the proceeds from the show are used to fund projects at the grassroots level that provide educational opportunities to underprivileged and disadvantaged children from extremely poor families in India. In 2002 Asha-Berkeley raised \$6000 from the Images of India.

The chapter disbursed \$33,854 to eight projects in India. ABILITIES, a project in Devanahalli, Karnataka, which teaches people with visual impairment to read Braille, received \$13,110 from Asha-Berkeley between 1997 and 2002.

The Jyotirgamaya Project in Katihar, Bihar, built a school for 87 village children who would otherwise not have got the benefits of education. Asha-Berkeley funded the project with \$2583 in 2001 and 2002.

The Harbingers of Hope program has been initiated with the intent to provide Silicon Valley individuals an opportunity to make a difference in the lives of Indian children. Runners while benefiting from the experience of running a marathon also raise funds to help Asha-Silicon Valley achieve the core objectives.

The marathon is the longest and most difficult run most runners ever attempt. However, it is also a popular challenge and training is key to success. Harbingers of Hope brings to each participant a custom training program with a focus on individual goals.

The coaches identify the right training program for an individual who is a first time marathoner or a seasoned runner. This program aims at bringing out the athlete in the participants and helps them achieve their fitness and marathon goals.

Past runners have found the program to effectively balance the right amount of mileage, long runs, and practice races. Through a carefully selected combination of trials, the training runs accustom the participants to the terrain of the marathon destination.

In addition to the runs, the training program targets aspects like shoes, hydration, clothing and mental preparation. Aided by the lessons learned by past runners and the vast experience of the coaching members the training prepares the participants to take on the challenge of the marathon with gusto!!



Focus on Fundraising

HARBINGERS OF HOPE 2002

Marathon Locations

Maui Marathon, Maui, Hawaii
Silicon Valley Marathon, San Jose, CA

Coaches

Tony Fong, Rajeev Patel

Statistics

Funds Raised: \$150,000
Number of Participants: 52
Completion Rate: 100 %
Number of Women: 15
Max Amount Raised by a single runner:
Padmarani Subbaraya, \$6210
Fastest Finish: Sandop Borle, 3:39:33



Team

Accomplishing a task like running a marathon requires a sustained team effort. Finding individuals or groups to run with is especially important to individuals preparing for any endurance running event. Runners all over the world acknowledge that teaming up with other runners enhances their results and enjoyment.

The Harbingers of Hope training program is committed to provide a strong team support and fellowship for all the runners in the program. Since the teams typically include runners of all levels and expert coaches, the team can help reduce and overcome the strain that comes with sustained training over several months.

Focus on Fundraising

HARBINGERS OF HOPE 2002

In addition buddy-running teams in the program help keep the participants motivated and fit all throughout the preparation for the big day. The runners by sharing the marathon experience together have often formed life long relationships with each other.

Perhaps the biggest benefit of training in a team is the support and counseling that members give each other.

Go team!!



Asha Financials



Chapter-Wise Financial Summary

Chapter	Opening Balance	Funds Collected	Funds Disbursed	Closing Balance	Disburse Ratio
Arizona	50,556.63	24,342.03	30,638.80	44,259.86	1.26
Athens	1,754.00	8,440.00	50.00	10,144.00	0.01
Berkeley	13,440.24	38,229.00	33,854.55	17,814.69	0.89
Central NJ	3,506.47	24,815.81	1,811.00	26,511.28	0.07
Chicago	20,908.12	22,102.89	11,062.00	31,949.01	0.50
Cleveland	6,881.27	7,951.78	5,000.00	9,833.05	0.63
Colorado	11,158.03	15,378.10	8,821.76	17,714.37	0.57
Cornell	18,502.83	6,809.40	15,343.43	9,968.80	2.25
Corvallis	7,434.58	6,392.04	7,510.00	6,316.62	1.17
Dallas	13,449.67	11,141.01	16,546.00	8,044.68	1.49
DC	17,188.00	8,256.32	6,567.57	18,876.75	0.80
Delaware	1,927.79	6,657.58	4,087.10	4,498.27	0.61
Detroit	9,790.07	7,732.35	6,108.00	11,414.42	0.79
Heartland	3,817.50	154.00	0.00	3,971.50	0.00
Houston	1,598.00	5,608.62	4,520.00	2,686.62	0.81
Indiana	16,290.50	0.00	6,250.00	10,040.50	NA
Irvine	10,847.85	4,431.66	2,000.00	13,279.51	0.45
Kentucky	4,099.50	0.00	0.00	4,099.50	NAI
LA	25,712.51	14,423.43	18,138.50	21,997.44	1.26
Madison	10,366.84	6,283.81	4,721.30	11,929.35	0.75
MIT	34,011.37	33,068.19	33,316.10	33,763.46	1.01
MSU	5,270.88	1,011.96	11,125.00	(4,842.16)	10.99
NYC/NJ	30,689.80	133,503.27	71,472.00	92,721.07	0.54
Portland	7,151.69	4,268.90	3,850.00	7,570.59	0.90
Princeton	8,129.07	39,984.68	32,850.00	15,263.75	0.82
Redlands	6,914.14	1,520.92	2,650.00	5,785.06	1.74
SE Florida	489.00	0.00	0.00	489.00	NA
Seattle	429,958.78	254,485.91	263,499.19	420,945.50	1.04
Silicon Valley	279,604.67	181,896.65	198,982.08	262,519.24	1.09
St. Louis	28,388.14	13,179.78	8,682.09	32,885.83	0.66
Stanford	(12,853.41)	63,034.00	44,963.00	5,217.59	0.71
Syracuse	785.02	9,951.21	8,331.00	2,405.23	0.84
Urbana-C	9,469.51	9,119.22	9,304.35	9,284.38	1.02
Yale	14,660.98	4,651.28	15,694.50	3,617.76	3.37
Asha Master	166,779.24	62,540.90	1,275.48	228,044.66	0.02
WAH 2002	31,644.93	104,803.50	97,284.70	39,163.73	0.93
Total	1,290,324.21	1,136,170.20	986,309.50	1,440,184.91	0.87

Consolidated Statement of Financial Condition

FINANCIAL YEAR 2002

	Beginning of Year 2002	End of Year 2002
Assets:		
Cash - non-interest bearing	12,450.00	22,520.00
Savings and temporary cash investments	1,215,983.00	1,372,530.00
Land and building	0.00	0.00
Other assets	24,580.00 ¹	0.00
Total Assets		
Liabilities:		
Accounts payable	0.00	0.00
Grants payable	0.00	0.00
Other liabilities	0.00	0.00
Total Liabilities	0.00	0.00
Net Assets or Fund Balance	1,253,013.00	1,395,050.00

¹200 Shares of IBM Corporation were donated which had not been liquidated as of the close of 2001. These are recorded at FMV as of Dec 28, 2001.

Consolidated Statement of Income

FINANCIAL YEAR 2002

Fiscal Year	2001	2002
Revenues:		
Direct public support	626,698.00	664,263.00
Indirect public support	80,472.00	139,786.00
Government contributions (grants)	0.00	0.00
Total contributions, gifts and grants	707,170.00	804,049.00
Membership Dues	0.00	0.00
Investment Income	21,422.00	14,693.00
Gross revenue from sale of assets other than inventory	0.00	16,755.00
Less: Cost or other basis	0.00	24,580.00
Net income from sale of assets other than inventory	0.00	-7,825.00 ²
Gross revenue through special events and activities	577,887.00	482,745.00
Less: Fundraising expenses	183,225.00	180,924.00
Net income from special events and activities	394,662.00	301,821.00
Gross sales of inventory, less returns and allowances	35,582.00	28,908.00
Less: Cost of goods sold	28,572.00	17,268.00
Net income from sale of inventory	7,010.00	11,640.00
Other revenues	0.00	3,969.00
Total Revenues	1,130,264.00	1,128,347.00
Expenses:		
Grants and similar amounts paid	848,899.00	970,166.00
Management, general and other expenses	3,519.00 ³	16,144.00 ⁴
Total Expenses	852,418.00	986,310.00
Net Income	277,846.00	142,037.00

² The stock donation of 200 IBM shares (earmarked for the ReAD project) received at the end of fiscal 2001 was liquidated as per the donor's instructions. The net proceeds of \$16,755.00 were sent to the project.

³ Includes banking fees of approximately \$900.00, newsletters printing and posting expenses and other general and administrative expenses.

⁴ Includes banking fees of approximately \$1,566, credit card processing fees of approximately \$2,415, newsletters printing and posting expense of approximately \$2,675, publicity and advertisements expense of \$6,968, PO Box rentals expense of \$118 and other general and administrative expenses. The substantial increase in this category from 2001 is due to including costs for Work an Hour 2002 in this category as opposed to fundraising costs. A substantial part of this cost was borne by Asha for Education volunteers.

Chapter-Wise Projects Support

Arizona - Total	30,449.00
Deen Bandhu Trust	5,300.00
Heera Furniture Industries	2,649.00
Ishan's Free Primary School	3,500.00
PATS Ragavendra Primary School	1,500.00
Peace Bird	2,500.00
Rotary Coimbatore Uptown Trust	3,000.00
Sai Kripa	4,500.00
SCD Rotary Project	4,000.00
Swami Vivekananda Educational Society	3,500.00

Berkeley - Total	33,833.00
Abilities	3,000.00
Sahyog (though Anusandhan Trust)	4,000.00
Baikunthapur Tarun Sangha	1,800.00
CAST	2,300.00
International Ocean Institute	6,000.00
Jyotirgamaya	1,533.00
Urur-Kuppam	14,000.00
WAYSS	1,200.00

Central NJ - Total	1,500.00
Save the Children Home	1,500.00

Chicago - Total	11,062.00
Aralu	5,300.00
Asmita	550.00
Grayma	2,712.00
Navjyoti	2,500.00

Cleveland - Total	5,000.00
Saathi	5,000.00

Colorado - Total	8,731.00
Arz	2,000.00
Gyanganga (Jehrl)	1,000.00
Jeevan Daan Samiti	690.00
JNMI	1,130.00
Saadow	1,177.00
Sebama Foundation	1,000.00
Sadbhav Mission	1,734.00

Cornell - Total	15,310.00
Baikunthapur Tarun Sangha	4,200.00
Community Seva Centre	750.00
Kaingkarya Social Welfare Organization	1,360.00
Maharogi Sewa Samiti	2,000.00
Odanadi Seva Samsthe	4,000.00
VESC	3,000.00

Corvallis -Total	7,390.00
M.P. Elementary School	1,940.00
Government Higher Primary School	4,000.00
Javaddi	1,450.00

Dallas - Total	16,416.00
Arya Samaj Swaroop Nagar Seva Samiti	2,000.00
MS3 (Manaviya Shiksha Sanskar Sansthan)	2,000.00
Odanadi (Seva Samsthe)	3,000.00
Saath	9,416.00

DC - Total	6,476.00
Phulenagar	2,500.00
FORWORD	1,400.00
Nalamdana	1,076.00
RIDS	1,500.00

Delaware - Total	4,000.00
MICDA	4,000.00

Detroit - Total	6,100.00
BISWA	1,000.00
Irula - Bharathi Trust	2,100.00
Purnapragna Trust	3,000.00

Houston - Total	4,500.00
Doorstep (Door Step School)	1,500.00
Project Build	3,000.00

Indiana - Total	6,250.00
South Anaikootam (Project)	6,250.00

Irvine - Total	2,000.00
Ananya	1,500.00
Seva Nilayam	500.00

Los Angeles - Total	17,100.00
Cause	4,325.00
Mithram	3,000.00
Pride	2,000.00
Rise and Shine	1,000.00
Udavum Karangal	1,785.00
Youth Dreams	4,990.00

Madison - Total	4,700.00
Apne Aap Women's Collective	2,000.00
Rani Kajal Jeevanshala School	1,500.00
Vivekananda Foundation	1,200.00

MIT - Total	32,092.10
Asha Center - Lalpur (Asha India)	250.00
Aviram	1,345.00
Jeevan Gnyanodaya	4,700.00
Natpurwa	1,000.00
Poorna	2,500.00
Singhbhum Legal Aids Society	1,260.00
SEED	3,267.10
Sutradhar	1,200.00
Swami Viveka Youth Movement	4,000.00
To Reach You (TRY)	2,470.00
UMBVS	3,000.00
Vivekananda Foundation	1,500.00
VOICE	2,600.00
WADA	2,000.00
Welfare Association of Rural Mass	1,000.00

Michigan State Univ - Total	11,100.00
ISDGEI	1,100.00
Muskaan	10,000.00

NYC/NJ - Total	71,014.00
Door Step School	7,200.00
Manjari Sankurathri Foundation	2,500.00
ReAD Project	16,750.00
Sarada Kalyan Bhandar	13,300.00
Seva Chakkara Samajam	12,100.00
Tamilnadu Science Foundation	2,000.00
The Timbaktu Collective	7,000.00
VESC	10,164.00

Portland - Total	3,850.00
Mahila Action	2,000.00
Olcott Memorial High School	1,850.00

Princeton - Total	32,800.00
Asha Chennai (Asha Chennai)	1,000.00
Fountain Of Development,	4,000.00
Research and Action (FODRA)	
KNUC	15,000.00
Nalamdana	2,800.00
Vasundhara	10,000.00

Redlands - Total	2,650.00
Bhaichara Vidyalaya	1,250.00
Pothamkandam School	1,400.00

Chapter-Wise Projects Support

Seattle - Total	256,120.00
Aawaaz-E-Niswaan	1,050.00
Adarsh	3,000.00
Aralu	2,500.00
Astha	6,000.00
Avehi Abacus	33,000.00
Bhoomi Heen Sewa Samithi	32,500.00
Champa Mahila Society	12,810.00
Champa Mahila Society	3,694.00
Chetanaa	4,200.00
Digantar	25,000.00
Each One Teach One	3,300.00
International Ocean Institute (IOI)	5,000.00
Jagriti Bal Vikas Samiti	6,500.00
Jeevan Gnanodaya	9,000.00
Kuthambakkam	1,575.00
Muskaan	9,000.00
Prasanna Jyothi	3,600.00
Ravi Aluganti Fellowship	4,725.00
SAC - Reviving Hope (Rudra and Santosh via Bharati Trust)	5,250.00
Rural Educational Development Action Group (REDAG)	500.00
Rural Health and Environment Development Trust (RHEDT)	15,000.00
Sahanivasa	12,168.00
Sanatan Dharm Intermediate College	2,000.00
SSUP (Sanskriti O Samaj Unnayan Parishad)	6,150.00
Shastri School	5,016.00
Spastics Society (of Karnataka)	6,300.00
Support	15,000.00
Tamilnadu Science Foundation	4,200.00
Udhavum Karangal	10,440.00
Vidya Bhawan Society	2,100.00
Vikasana	500.00
Vivekananda Educational Society for Children (VESC)	5,042.00
St. Louis - Total	8,600.00
Amba Foundation	1,500.00
Rachana Society for Social (Re)Construction	2,500.00
Society for Educational and Economic Development (SEED)	2,000.00
Vikas Adhyayan Kendra	2,600.00

Silicon Valley - Total	197,934.00
Asha Assam (Asha Darshan - Assam)	4,800.00
Asha India	15,556.00
Bhagavatula Charitable Tust (BCT)	12,500.00
Center for Develooment of Disadvanatged People (CDDP)	18,358.00
Center for Environment and Rural Technology (CERT)	1,541.00
Community Action for Social Transformation (CAST)	300.00
Hameed Manjeshwar Fellowship	2,694.00
International Ocean Institute (IOI)	3,000.00
Irula (Bharathi Trust)	11,750.00
Jagriti Bal Vikas Samiti	10,960.00
Mallarpur Uthnau (Project Name Uthnau)	8,180.00
Mother India Community Development Association (MICDA)	7,100.00
Odanadi Seva Samsthe	15,052.00
Pathri	8,601.00
Prithvi	100.00
Ruchika	9,668.00
Sandeep Pandey Fellowship	800.00
Sanskriti O Samaj Unnayan Parishad	2,205.00
SETWIN	5,650.00
Sowbagya Educational Trust	4,286.00
Swami Vivekanand Youth Movement	31,050.00
Urur Kuppam	4,200.00
Vanavasi (Ashram - Kerala)	14,583.00
Vasundhara	5,000.00
Stanford - Total	44,918.00
Ananya Trust	4,500.00
International Ocean Institute (IOI)	7,000.00
Jagriti Vihara	2,200.00
LAHRC	5,000.00
Mother India Community Development Association (MICDA)	2,500.00
Nalamdana	2,500.00
Pratigya Evam Prasikshan Sansthan	2,200.00
Purulia	4,800.00
Saathi	2,000.00
Swanirvar	5,500.00
SWEET	6,718.00

Syracuse - Total	8,176.00
Ananya	3,814.00
Rajasthan Mahila Kalyan Mandal	2,212.00
TRY-To Reach You	2,150.00
Urbana-Champaign - Total	9,250.00
Bhagavatula Charitable Tust (BCT)	2,200.00
Odanadi Seva Samsthe	2,500.00
Uttarayan	2,000.00
Vivekananda Ashram	2,550.00
Yale - Total	15,694.50
Auroville	2,000.00
Gyanganga	2,000.00
Orissa School - Juanga	500.00
Saath	4,741.50
Self Employed Women's Association - SEWA	6,453.00
Asha Master - Total	250.00
Sandeep Pandey Fellowship	250.00
WAH-Work an Hour - Total	94,900.00
Adhikar	5,000.00
Association for Promoting Social Action (APSA)	9,600.00
Gyanganga	7,300.00
Himalayan Institute Hospital Trust	12,863.00
Irula	8,836.00
Maharogi Sewa Samiti - Anandwan	7,650.00
Timbaktu Collective	16,447.00
Urmul Jyoti	14,304.00
Vanavasi Ashram Trust	12,900.00

Grand Total:
970,165.60

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