

Annual Report

2019



Asha for Education
Bringing hope through education

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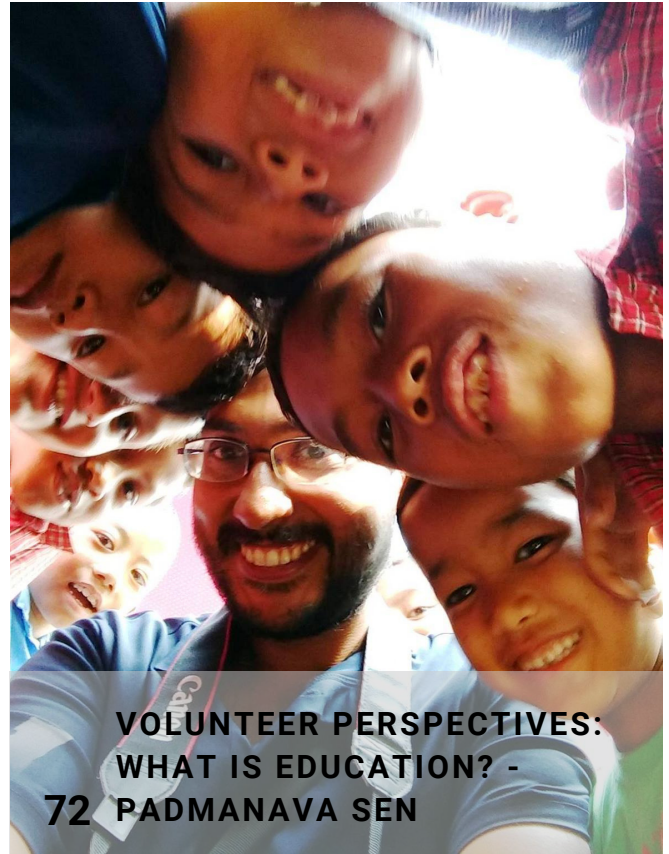


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Letter from President

Binay Pathak,
President, Asha for Education

I am excited to share with you a glimpse of Asha for Education in 2019. In 2019, we moved the needle in a positive direction, in every aspect of our organization.

We had an excellent Asha-28 conference in Chicago, with one of the highest levels of participation by chapters attending physically or virtually. We are already bringing in many changes that were identified at the conference, including a monthly project talk series and a new volunteer coordination team. We are seeing a surge in volunteer engagement and organizational synergy, with our cross-chapter townhall meetings being attended at record levels and the biggest group of volunteers in our history stepping up to join our central coordination team for the 2020-2022 term.

Our renewed focus on fundraising has helped us raise a record \$3.2MM from contributions and special events, which is \$430K higher than we had raised in our previous year. Also, we have brought our working capital ratio (WCR) down to 1.5, which puts us in a more optimal place as we aim to balance a crucial time for donations to help our beneficiaries with the risk of a difficult fundraising year. We saw strong engagement from project partners, with 29 applications submitted for our Innovative and Scalable Projects (ISP) initiative, in which we identified projects that could grow fast and expand their impact. We allocated \$100K to the three ISP winners and have been watching their success from the sidelines ever since. Our financial and organizational discipline is not only attested by our external and internal auditors, but also recognized by organizations like Charity Navigator, which has provided us with a 4-star rating for many years in a row.

"OUR FINANCIAL AND ORGANIZATIONAL DISCIPLINE IS... RECOGNIZED BY CHARITY NAVIGATOR, WHICH HAS PROVIDED US WITH A 4-STAR RATING"

As I look forward to 2020, I am optimistic about building on the current organizational momentum, but also aware that COVID-19 is bringing one of the biggest challenges that Asha has ever faced. On one side, our project partners need even more support given the unique challenges that the lockdown throws at the communities they support. On the other side, we expect a significant impact to our fundraising as our patrons are potentially affected by difficult economic circumstances and as we face the inability to hold physical fundraising events during lockdown periods. My request to all readers is to please consider supporting Asha during this time, if you are able to, so that we don't need to cut support for our projects at the worst possible time.

In our 2019 Annual Report, we aim to bring you a 360 degree view of our Asha world. I request that you take some time to read through the stories of our projects, donors, volunteers and evolving youth wings of our Asha chapters.

Let me take this opportunity to sincerely thank everyone who has supported Asha directly or indirectly, financially or through dedicating their personal time. As an Asha family, we have been supporting the community for 29 years and there is so much more work still to be done. We appreciate your continued commitment to helping us support the underprivileged communities in India and be an inspiration to others.

Please feel free to reach out to me directly at president@ashanet.org with your thoughts and feedback.

Stay safe,

Binay Pathak
President, Asha for Education
Email: president@ashanet.org

02

About Us

Our Mission

**TO CATALYZE SOCIO-ECONOMIC CHANGE IN INDIA THROUGH
THE EDUCATION OF UNDERPRIVILEGED CHILDREN**

Our Objectives

Asha for Education is a secular organization dedicated to change in India by focusing on basic education in the belief that education is a critical requisite for socio-economic change. In keeping with this focus, our volunteers are involved with and support projects that are secular and have an education-related component to them.

The objectives of this group are:

- To provide education to underprivileged children in India.
- To encourage the formation of various local groups across the world to reach out to larger sections of the population.
- To support and cooperate with persons and groups already engaged in similar activities.
- To raise the required human and other resources to achieve the group objectives.
- To provide opportunities to individuals living outside India who wish to participate in Asha activities in India.
- To address, whenever possible, other issues affecting human life such as health care, environment, socio-economic aspects and women's issues.

Our Board of Directors

President: Binay Pathak (president@ashanet.org)

Secretary: Snetu Karania (secretary@ashanet.org)

Treasurer: Uttaraa Diwan Talwar (treasurer@ashanet.org)

Projects: Anuradha Bulusu (projects@ashanet.org)

Fundraising: Anish Mukherjee (fundraising@ashanet.org)

Web: Prema Grandhi (webmaster@ashanet.org)

Contact us at info@ashanet.org

03

Our Financials

Statement of Financial Position

ASSETS	2019	2018
Cash and Equivalents	\$ 2,335,630	\$ 1,807,380
Investments	3,258,160	3,664,163
Contributions Receivable	286,282	449,043
Other Receivables & Prepaid Expenses	10,231	13,159
TOTAL ASSETS	\$ 5,890,303	\$ 5,933,745
LIABILITIES AND NET ASSETS		
Accounts Payable	\$ 6,188	\$ 19,196
Net Assets:		
Unrestricted	\$ 5,364,336	\$ 5,256,596
Temporarily Restricted	\$ 519,779	\$ 657,953
Total Net Assets	\$ 5,884,115	\$ 5,914,549
TOTAL LIABILITIES AND NET ASSETS	\$ 5,890,303	\$ 5,933,745

	2019	2018
Revenue and Support		
Contributions	\$ 3,109,256	\$ 2,474,790
Special Events	117,335	316,868
Donated Services	171,713	172,736
Interest Income	68,817	78,858
Realized/Unrealized Loss on Investments	88,869	(43,174)
TOTAL REVENUE + SUPPORT	\$ 3,555,990	\$ 3,000,078
Expenses		
Program Services	\$ 3,273,490	\$ 3,622,843
Management + General	101,902	74,684
Fundraising	39,319	38,040
Donated Services	171,713	170,051
TOTAL EXPENSES	\$ 3,586,424	\$ 3,905,618
Change in Net Assets	\$ (30,434)	\$ (905,540)
Net Assets - Beginning of Year	\$ 5,914,549	\$ 6,820,089
Net Assets - End of Year	\$ 5,884,115	\$ 5,914,549

Statement of Activities

