

# ANNUAL REPORT 2009

[www.anandcharity.org](http://www.anandcharity.org)



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Kalyanasundaram, Nagarajan

Kameswaran, Vasumathi

Raghupathy, Seetha

Sampath, Hemanth

Sawani, Anuj

Somashekar, Swetha

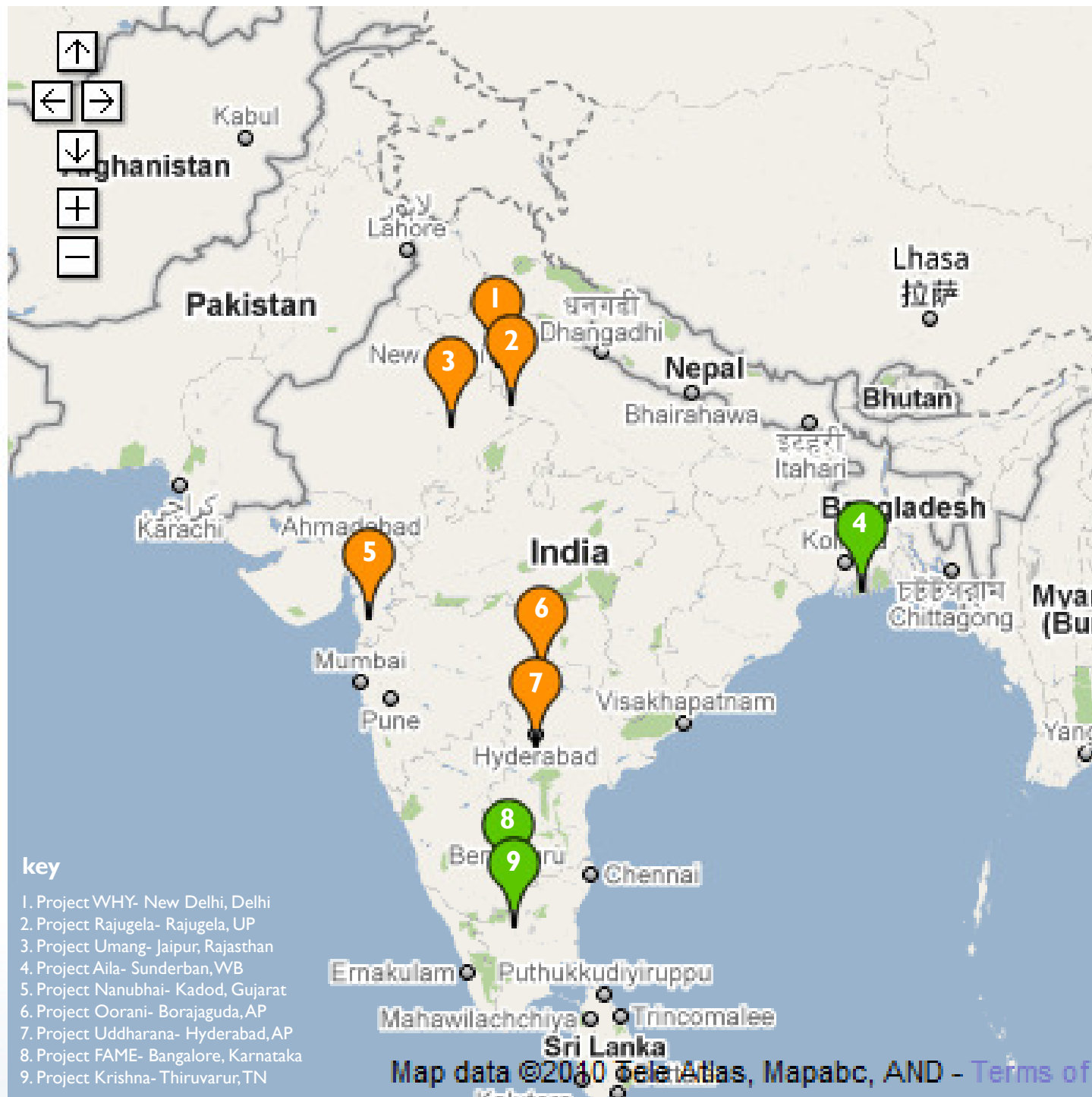
Sridaran, Sudha

Subrahmaniyan, Neeraja

Vidhyadharan, Mrinalini

Anand Charity is a U.S. based nonpolitical, nonreligious, and nonprofit charity organization, committed to improving the standard of living of the people of India. Anand Charity aims to identify and provide need based financial support to organizations involved with health care, education and calamity management. Anand Charity is dedicated to bringing joy and happiness to individuals and communities in India.

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## Letter from the President

03-04

2009 has been yet another significant year for Anand Charity. We initiated four new projects - **Project Aila, Project Fame, Project Nanubhai (girls scholarship), and Project Nanubhai (educational aids)** and we successfully completed four projects - **Project Krishna, Project Aila, Project Nanubhai (English and Computer education), and Project FAME.** The projects had very high impact and we are proud to have partnered with the organizations that helped execute each of them. We disbursed around **\$19,000** to projects.

All other projects, including Project Umang, Project Oorani, and Project Rajugela, made very good progress in 2009 and are expected to be completed in 2010. As part of our commitment to our donors, information on these projects and their progress, including photographs and testimonials, was regularly communicated to them through the website and quarterly newsletter. We would like to thank our donors, partners and volunteers who have been a part of this success.

Year 2009 also provided several challenges. The global economic downturn affected the donations, causing us to fall short of our target. This economic situation might continue in 2010. To counter this, several new marketing and fund-raising initiatives, such as - **'Change for \$5'** online campaign, collaboration with Indian Student Associations at Florida International University and Oklahoma State University, and applying to corporate / foundation grants were launched. This enabled us to raise about **\$21,000.** These and other new fundraising initiatives will be continued in 2010.

In addition to the above, other initiatives like an improved team structure that enables better collaboration, addition of motivated volunteers and standardization of work processes has made the team better equipped to work efficiently and handle unexpected challenges.

2009 has reinforced the importance of continuously evaluating ourselves as an organization and striving to become better in everything we do.

As Anand Charity continues to grow, we have set stiff goals for 2010. Completing all the 2008 and 2009 projects is our first priority. We aim to fund 8-10 new projects, while trying to build synergy between projects in order to have a wider / larger impact. We are confident that the learnings from our past years of operation, addition of motivated volunteers, and above all the support from generous donors will help us accomplish these goals.

Thank You,  
**Ramakrishnan Vaidyanathan**  
(President)



After the cyclone wrecked havoc in West Bengal in March, Anand Charity joined hands with Mukti, an active NGO in this region, to help in the relief effort. In June 2009, with the support of generous donors, we contributed \$2,000 for projects aimed at providing relief to those affected by Aila. We are happy to report that Mukti has been very efficient in executing relief efforts with the money raised. The following is a description of three events made possible by the kind support of our donors:

1. Two medical camps in the areas of Haripur, Pathar and Sunderban, where 345 victims of Aila were provided with medical and general assistance.
2. Two hundred mosquito nets were given to victims in Nandakumarpur, Mathurapur-II and Sunderban on August 1, 2009.
3. Hundred and sixty seven students of the Dakhinkashi Jana High School were provided with educational materials (text books, pens, school bags, etc.)

While we were able to help a few of those that were impacted, there are many more who still need our help.



Images:  
Left: Family affected by the hurricane  
Top right: Medical camp  
Bottom right: Provision of materials





Foundation for Action Motivation and Empowerment (FAME INDIA) was started by Mr. N.S. Raghavan and Mrs. Jamuna Raghavan with five students, one special educator, one part time physio therapist and an attendant in 2001. The organization's mission is:

1. To enable and empower people with multiple neuromuscular disorders to lead a life with dignity and self respect.
2. To maximize their potentials and help them to be as self reliant as possible.

The goal of Project FAME resonates well with the twin goals of Anand Charity viz, education and health-care. Anand Charity joined hands with FAME to enhance the infra-structure of the school by assisting in the procurement of chairs for the disabled kids.

The grant from Anand charity was used for the purchase of

1. **Wheel chairs:** for the younger group. They provide better accessibility and mobility which in turn enables and empowers them

**2. Chairs:** specially designed for the students of the pre- vocational class. Provides the right kind of seating for people with disabilities.

Nearly twenty five students benefited from this grant. Anand Charity provided 100% of the funds for obtaining the furniture.

Anand Charity teamed up with ASHA Chennai to execute this project. A total of 35 chairs (5 wheel chairs and 30 specially designed chairs) were bought for FAME.

*Images:  
Left: Specially designed chairs in use  
Right: Pictures of the wheelchairs*





### Educational aids:

There has already been a tremendous amount of progress as a result of the English and IT education programs in Nanubhai's pilot program at Kadod High School that Anand Charity supported. This new grant from Anand Charity will enable Nanubhai to expand the English and IT enrichment programs to three new partner high schools located in Surat district: Madhi High School, Bajjipura High School and Khatiwala High School. Anand Charity's grant will purchase supplies to launch English and Technology classes at these partner schools.

1. \$750 to purchase 80 flash drives for students to save projects that they work to create in the English and Technology classes. After the initial investment, these flash drives will be used year after year to hold students' work in these classes.
2. \$250 to purchase 300 notebooks, pens and pencils for the Spoken English class students to bring to class on a daily basis to record notes and projects.

This philanthropic venture is a fruition of our goal- 'Deep fulfillment for the giver and a bright future for the recipient'.

### Girls Scholarship:

Women in rural India face extraordinary difficulties in obtaining higher education. In many families, higher education for girls is discouraged and viewed as a detriment when trying to arrange their marriages. Consequently, many parents feel that it is not necessary for their daughters to pursue higher education as they will not use it for employment.

At Anand Charity, we believe that women's education initiatives in rural India can lead to tremendous

impact and social change. We have partnered with Nanubhai Education Foundation and established a girls scholarship program at two of Nanubhai's partner high schools – Madhi and Bajjipura.

Anand Charity's grant of \$3,000 will provide a \$300 scholarship to one girl per year at Madhi and Bajjipura high schools for the next 5 years thus financing the education of 10 women. The scholarship amount of \$300 will pay for:

1. Three to five years of college level tuition
  2. Books for the college curriculum
  3. Lab/practical fees applicable to the program
- We have also stipulated that the scholarship recipient must return to her high school to mentor young women and encourage girls to pursue a college degree.

Anand Charity and the Nanubhai Education Foundation are dedicated to ensuring that equal educational and economic opportunities are available to all the students of rural India.

### Images:

Left: Pictures of the classroom  
Right: Children at Nanubhai



<b>Project</b>	<b>Project Location</b>	<b>Type of project</b>	<b>Project value</b>	<b>Project status</b>
Project Aila	Sunderban, West Bengal	Disaster relief	\$2,000	Complete
Project FAME	Bangalore, Karnataka	Equipment for physically	\$2,000	Complete
Project Oorani	Borajguda, Andhra Pradesh	Rainwater harvesting	\$4,000	Phase I complete. Phase 2 to be completed in 2010
Project Nanubhai (English and IT Education)	Kadod, Gujarat	English + IT Education	\$5,000	Complete
Project Nanubhai (Educational aids)	Kadod, Gujarat	Educational aids	\$1,000	In progress
Project Nanubhai (Girls Scholarship)	Kadod, Gujarat	Scholarship for girls	\$4,000	In progress
Project Umang	Jaipur, Rajasthan	Funding for Work training unit	\$22,500	In progress
Project Rajugela	Rajugela, Uttar Pradesh	Meals for school children	\$4,525	In progress

**Revenue and expenses:**

In 2009, Anand Charity received ~\$21,400 from generous donors. Total grant disbursements in 2009 was ~\$19,310. Non-grant expenses for 2009 were ~\$1,039 driven primarily the donation payment service fee (i.e., 3% fee charged by Groundspring for accepting online donations).

<b>Revenues</b>	
Non ground spring donations	\$ 4,712
Ground spring donations	\$ 14,073
Fundraising events - sponsorship	\$ -
Fundraising events - donations	\$ 2,614
<b>Total revenue</b>	<b>\$ 21,399</b>
<b>Expenses</b>	
<b>Grants</b>	<b>\$ 19,312</b>
<b>Personnel expenses</b>	
Salaries	\$ -
Benefits	\$ -
Liability insurance	\$ -
Travel	\$ 157
<b>Total personnel expenses</b>	<b>\$ 157</b>
<b>Non personnel expenses</b>	
Rent	\$ -
Utilities	\$ -
Banking	\$ -
Website hosting	\$ -
Fund raising related services	\$ 42
Donation payment service fee	\$ 422
Donation payment monthly fee	\$ 359
Donation payment one-time fee	\$ -
Mailing costs	\$ 13
Office supplies	\$ -
Corporate filing fees	\$ 45
<b>Total non personnel expenses</b>	<b>\$ 882</b>
<b>Total expenses</b>	<b>\$ 20,351</b>
<b>Excess of revenue over grants/expenses</b>	<b>\$ 1,047</b>

**Fundraising**

Anand Charity raised close to \$21,000 in donations in year 2009. Of this amount, approximately \$ 19,000 was disbursed to projects (new and existing). One of our performance indicators is the donation utilization rate, which was greater than 90% (our target) for the money raised in 2009. Compared to 2008, the donations in 2009 were significantly lower.

Like most other businesses, and especially non-profit organizations, the global economic downturn had a significant role to play in this. However, to counter these challenges and to sustain the donations in future, several new marketing / fund-raising initiatives were launched.

The online fund-raising campaign “Change for \$5” launched in the fall of 2009 is one such example. More than a hundred donors donated, contributing over \$7,000. This campaign was a huge success, creating a lot of buzz for Anand Charity and its projects. The success was partly due to the efforts of our talented volunteers who contributed to the technology that enabled online donations, designed and maintained the webpage, updated the blog, and reached out to as many people as possible. Another new marketing initiative that Anand Charity pursued was the collaboration

with Indian Student Associations (ISA) across universities in the US. In 2009, during the annual Diwali night at the Florida International University, the organizers of the event publicized Anand Charity and its activities by distributing flyers and talking to the guests. A lot of positive feedback was received. The success of this event and the learnings from it has encouraged us to build upon this model. In 2010, we will launch a structured platform that will enable individuals/ entities, however big or small, to contribute their time and effort to help our cause. Finally, we also applied to corporate / foundation grants. Our application to the Hindu Community and Cultural Center, Inc., Livermore Grant Program was successful. We plan to continue applying to other grant programs in 2010.

**Anand Charity Team**

The success of Anand Charity relies on the contributions of its volunteers. Hence, it is very important to continuously challenge and motivate the volunteers, design efficient work processes, and foster communication and collaboration between volunteers. At the start of 2009, all members of the organization were divided into four teams based on the key activities of the group - Projects, Marketing and Donor Relations, Technology and Media, and General Administration.

Teams were staffed based on need, skills, and interest. Individual responsibilities were clearly defined. This team structure worked well throughout the year. Also, as we continue to grow, it is necessary to add more members to the team. In 2009 two new volunteers joined Anand Charity - Hemanth Sampath and Seetha Raghupathy. Both of them started in the Marketing and Donor Relations team and brought with them unique skills and motivation that were needed for our various new marketing initiatives.

**Work Processes**

In order for Anand Charity to survive and sustain in this challenging environment it is imperative to maximize our limited resources. As a team we are committed to continuously review our work processes, simplify tasks, standardize procedures, and automate repetitive jobs to improve our efficiency. As a first step, the Projects team drafted a Project Selection Guideline, which clearly details the steps and timeline involved in making a decision on a potential project. This standardizes the procedure and sets clear expectations on our part to manage the whole process. In 2010, we plan on investing considerable effort in rolling out this initiative to other groups and all our work processes. Visit us at <http://www.anandcharity.org>