

Attendees: Venki, Madhu, Radhika, Vivek, Ruksana*, Manisha, Vijit, Vinod, Santhosh

Tomorrow's Foundation Stars: SAC project: Radhika

- Geographical area of operation - high risk area of Kalighat/Lockgate area
- Slum/street children of Kolkata
- Expanded into Chhatisgarh and Jharkhand

- Variety of projects:

Model school

Open school unit

Computer education etc.

- Goal has been to do anything to enable these children
- Provide extra tuition support to govt. school kids
- Provide vocational training
- Provide health care
- Provide safe living arrangements for needy children
- Try to increase involvement of parents by,
 - putting in some financials commitment if possible
 - helping prepare teaching material, sitting in classes with their kids
 - trying to get more local vols, getting donations like books, if not money
- We fund one of their projects called the Mother Project

- After school coaching, uniforms, books, career counseling etc.
- Everything to supplement their education in the regular schools
- Total # of students is 250

Q: Do all of them stay in the hostel?

A: No, they are taken in on a need basis

Q: How do they decide?

A: They have some way of vetting that the kids do need help, but not sure how they go about that. Not sure if the parents initiate this or if they do.

#s from last year:

- Proposed budget: 7,51,938, sent: 7,48,xxx
- Actual expense: 7,15,341
- Surplus: 32,909

There is a surplus because some students either dropped out or didn't pass to the next grade, or in some cases parents chipped in. (tuition fees, hostel fees etc.)

Class 3-9, everyone passed to next grade

Class 10, 10/12 passed

Class 11, everyone moved on

BA, BCom, everyone passed

Since last year we have been discouraging supporting the Bachelor's students (?)

Q: What do the kids do if we stop supporting them at that level?

A: Well we said we can only support about 50 students, so basically they will get funding from someone else. Asha is not their only source of funding.

Q: When we publish the student details do we include them all?

A: Yes we do

Q: If limit is # of students, why don't we go all the way with the same students instead?

A: Last year there was some discussion about why are we supporting higher education or something like that.

Q: Why not support the same kids to a logical end of their education?

C: Well, the children are more at risk than these, so maybe we prefer to fund those ...

Q: For students who graduated to the next level, how many donors continued by supporting at the higher level?

A: Not sure about that.

C: If the donor does agree to go to the higher level, then doesn't that make more logical sense

C: But it should also be up to us to decide. If we decide that as a chapter we want to support only primary education, the donors will probably pick one or more new kids.

< More discussion without any real logical conclusion? Discussion was based on what happens if TF stops funding the project, etc. >

C: It might be good enough if we make sure we don't pick any new students directly at the Bachelor level. It doesn't look like we have dropped any current students as they went to higher grades

- It looks like for most SAC projects, we end up funding the deficit from chapter funds. It is rarely if ever the case that the donor money is more than the budget proposed

- New students added: 10

- Students dropped from SV list: 10 - graduated, moved out of Kolkata, dropped out, alternative means

- New list now has 29 higher education (10 or higher), 21 between class 3 and 9

- Proposed budget for Apr 12 - Apr 13: 7,69,802

- Funds needed after last year's surplus: 7,36,894

- Check project proposal for details

- West Bengal is changing its school year to Jan-Dec

- Main change from last year is higher salaries and increased tuition fee for some students

- Site visit was done by a friend of Asha-MN vol, Koushik. Feedback from the visit was positive

- basic infrastructure was good

- students seemed enthusiastic

- teachers seemed sincere

Q: What do kids generally do after they graduate from these schools?

A: Some kids have come back to be teachers in TF Foundation, some go out and find other jobs, one student finished her nursing degree and got a job in a hospital.

Q: Does the project keep track of the students after the graduate?

A: Don't know if they do keep track of that.

C: Would be interesting to see if they go on to job or go on to do higher studies on their own etc.

Q: Swati visited them couple of years ago and had rather a bad review. She was in Asha Seattle and is now in Kolkata. Have we looked into that again? Is it possible to talk to Swati and see if she can visit again and see if things have changed?

A: Will do (Venki to send contact info)

Q: Usually we add 10% Admin. Can we see what they really used last year, and use an exact number since this 10% is rather random

A: Can check the reports and go by that.

New project proposal note

- Vivek to pick a project 2 weeks from now and 3 weeks from now, so that we can try to apply the new process and sort of prototype it.

FR/PR Updates:

Concert:

- They have an FB evite page ready with about 150 yes's already.

- They don't have an email template or anything ready to send out yet.

- Flyers and posters - they have one that we are already using for the website. They want us to use that. Need to find out if they will give us posters and flyers or we have to print it ourself

Q: Are we doing flyering?

A: Depends on if we signed up for it

C: They seem to want us to make sure we take it to TA runs. Didn't seem to want anything specific outside of that.

Q: If we have 150 RSVPs, why do we have not have tickets?

A: The FB site was put up long ago - before the ticketing was setup. We can hope to convert most of those to tickets.

C: Our focus anyway should be to get sponsorships and not as much about tickets.

C: We should right now create email flyers and send it out - Manisha taking care of it

C: Shekhar is busy preparing videos, and is making one for Asha too

- Speaker for Asha - last year was Rajeev Patel.
- Vinod to talk to Patelji about maybe talking this year too
- Last year we put in a plug for Prerana for WAH
- We need a 4-5 minute video to go before Patel's talk
- Plan is to have an introduction video and also a project specific video. We will use Seva Mandir project, since it is being set up for WAH anyway.
- Last year we had just one video covering everything, and that worked quite well, so we will go with that approach. Manisha to talk to Shekhar about this.
- Since there are 4 bands playing, there will be 3 breaks, so maybe we can use them and maximize them
- Manisha to talk to Shekhar and see if we can use more than one slot

< Some discussion about sponsorship packages and syncing with Shekhar about their sponsorship package >

Vijit presented his sponsorship package:

- Get an ad spot for the \$5000 and maybe \$3000 - ask Shekhar first
- Have something between \$5000 and \$1000 levels

- Offer company logo on website at all levels
- Possibly offer logo on TA shirts?
- Discussion about why we don't sell to sponsors like other groups like TNT etc., and that we should hire a professional to do this for us
- Question is if we should still do this for the current TA season
- This concert is too small an event to do that
- Food: hoping to come to a longer term deal with a caterer, like Peacock.
- Peacock - previously they used to give us the food, and we kept the proceeds, but now they are less willing to do that, we even buy food from them for smaller things like TA kickoffs etc.
- Check out newer Indian restaurants that need publicity and are still small and young?
- Vivek checked out many new ones for the concert last year, but no one was interested, could try again
- Should we pitch other events to the food sponsors and try to get a longer term deal?

Sevathon:

- They are doing the radio publicity like last year where they give 5 minutes time to each org, where we can talk about our org and stuff on Pravasi Bharathi. They will have a script in place and we just have to fill in the answers
- Suggestion is to ask Protima to talk
- Lead for Sevathon - we still don't have anyone - need a volunteer!!

Q: What happens if no one steps up and doesn't go to the meetings?

A: We will still show up but it won't look good.

C: Unfortunately because of what we get back from that, Sevathon is at the bottom of the priority list

- We also need to publicize and get people to sign up to run/walk. Manisha to work on setting

up the email publicity for that.

- Need to plan for the booth for sure - on July 15th. Event starts at 7am and so we do need people to be there by then.

Newsletter:

- Coach Char and Raghu will be writing articles.

- Need more of course ...