



Who are we?	What do we do?	What's our mission?	How can YOU help?
<i>We are Asha for Education</i> <i>A fully volunteer-run non-profit focusing on Education in India</i>	<i>Help empower the underprivileged by providing access to education</i>	<i>Catalyzing socio-economic change in India through education</i>	<i>Volunteer, Join Us, Work on a project Or Donate</i>

Asha for Education Detroit Chapter 2021 Events

<https://detroit.ashanet.org>

Re: Request to Sponsor the Asha Detroit 2021 Events

Dear Sponsor:

We are sure you receive a number of requests to sponsor various benefit events every year. While no cause is greater than any other, the staggering illiteracy statistics show the incredible need to change things in India. We want to change lives, and we hope you will help.

This challenge is compounded by the ongoing pandemic that is threatening the underprivileged kids' access to basic necessities. As the kids are dealing with uncertainties of returning to classrooms, it is crucial to provide them with an ongoing support from teachers, administrative & supporting staff. In order to achieve this, we **need your kind support in the form of contributions or sponsorship to Asha Detroit chapter and its projects.**

Due to the unprecedented situation and uncertainties we faced in 2020, Asha Detroit only had virtual events last year. This year, we hope to move on to in-person activities as soon as CDC guidelines would allow us to do so.

This year, Asha Detroit Chapter Volunteers are planning for these events:

- **5K Run/Walk**
- **Donor appreciation and talk with Asha Detroit sponsored project team** – a virtual event with project leads from India

Our goal this year is to raise \$40,000 from these events, in order to continue supporting our projects that bring education to underprivileged children in India.

We urge your consideration for a sponsorship donation with one of the options detailed in the table below. Your donation will be recognized at our events in several ways. Also, our chapter financials are provided below for your reference.

We hope that we can count on you to help support our cause. If you have any questions or concerns, please feel free to get in touch with us, contact details are provided below.

Thanks in advance for your consideration!

Sincerely

Asha Detroit Volunteers



Asha for Education™

Asha for Education and Detroit chapter financials:

Asha for Education is a fully volunteer-run 501(c)(3) non-profit organization with 50+ chapters around the world whose mission is to catalyze socio-economic change in India through the education of underprivileged children.

Financially, in 2020 Detroit chapter started with a balance of \$23,961, disbursed \$46,203 to two project activities we are supporting. In 2020 Detroit chapter received \$34,532 as income from donations and special events and started 2021 with a balance of \$12,290 with an estimated commitment of \$55,000 for its projects. We need your continued support to raise the difference and to also continue our chapter's commitment to support these projects.

2021 Sponsorship Options

The following are suggested sponsorship options. **Sponsorship arrangements are flexible; please contact us to discuss any specific options that you may find more suitable.**

Benefits (Company Visibility)	Round the year Platinum sponsor (\$2000)	Gold (\$1,500)	Silver (\$1,000)	Bronze (\$500)
Company banner on Asha Detroit main page	◆			
Recognition at all Asha events for 2021 and 2022	◆	◆		
Exclusive presenter option at meet the projects - virtual event	◆			
Newsletters acknowledging sponsors	◆	◆	◆	
Company logo in the virtual event dashboards & updates	◆	◆	◆	◆

Along with the above company sponsorships, individual contributions above \$250 or above will be mentioned in Asha website.

Corporate Matching Program

Some employers may choose to pay for all or a portion of their employee's entry fee or provide matching funds for the entry fees and/or pledge dollars they raise. This is a great way to show your corporation's commitment to education.

Sponsorship Deadlines:

Year-round platinum and gold sponsorship Contact By: Jul 15, 2021

General Sponsorship Contact By: Jul 30, 2021

Contact: Sai Gopisetty, 586-362-8205

Link to Asha Detroit Website: <https://detroit.ashanet.org/>

Asha for Education Facts and Overview

Per UNESCO's 2015 EFA Global Monitoring Report, more than 287 million people above the age of six are illiterate in India as of 2014, which is 37% total world illiterate population. Even though there is increase in school enrolment for children, the report questions the quality of education; placing India among the 21 countries facing an "extensive" learning crisis mentioning that less than half of the children were learning the required basics.

Registered under section 501(c)3, Asha for Education is a non-profit organization run entirely by volunteers, so all proceeds go directly to supporting Asha projects in India.

Asha for Education has taken on this enormous challenge of affecting change, through education of underprivileged children. Since its inception in 1991, Asha's Chapters worldwide have disbursed over \$50.74 million since inception for over 1000 projects and \$3.24 million in 2020 alone to 167 projects. Asha Detroit disbursed \$666,000 since inception to 11 projects. In 2020, Asha Detroit disbursed \$46,203 to 2 projects.

Where your donation goes:

The Detroit chapter supports the following projects:

- **Kuvempu** - Our ongoing, 18-year association with Kuvempu Trust in Chitradurga District of Karnataka has resulted in organizing a group of village youth to operate evening schools (Vidya Kendras) in 11 villages – virtually eliminating school dropouts in that area. Scholarships to needy children helped many to pursue higher secondary and professional degrees. Vocational training in tailoring, bag-making, and type-writing has resulted in gainful employment for many youth. By acting as a liaison between local administration and villagers, Kuvempu staff was responsible in getting several public services to empower villagers. A working village library network mostly based on Kannada literature, encouraged children to explore a world beyond textbooks. Regular outreach through street plays constantly reminds people to act against pernicious alcoholism and illiteracy, and to take steps to plant trees and conserve environment.
- **Shanti Sadhana Ashram** - Champions the cause of literacy in the less developed districts of Assam. The project runs four schools in and around the city of Guwahati for kids from the poor socio-economic backgrounds. Each school caters to the children from at least 3-4 nearby villages. These schools follow the system of non-formal education for the children of ages 2.5 to 12 years. The classes fall into 3 categories: Pre-primary, Primary and Upper Primary. The goal is to make all the children in these villages go to the government schools after attending the pre-primary level of study through non-formal education.

Help us make a difference!



Asha for Education™

Sponsorship Contract

(To be used for Chapter Level sponsorship and advertising)

To
Asha For Education-Detroit
42837 Cardinal Way
Novi, MI 48375

Client:

Contact:

Address: _____

Address: _____

Phone: _____

Sponsorship Option Price	Description	Select
\$2,000	Round the year Platinum sponsor (All 2021 events)	
\$1,500	Gold	
\$1,000	Silver	
\$500	Bronze	

In return of these services, the client will remit \$_____ to Asha for Education – Detroit (Make checks payable to Asha for Education™ with "2021 Events" in the memo field)

Accepted for Asha - Detroit by

Print Name:

Date

Authorized for the client by

Print Name:

Date