



Pratham  
USA

## 2008 ANNUAL REPORT









In a country of 200 million children, almost half are unable to read. The vast numbers alone demand solutions that are scalable and sustainable. Pratham provides more than educational resources to the underprivileged; it has emerged as one of the most influential forces on India's educational system.

## Pratham is effecting change.

Pratham is India's largest nonprofit organization in the area of primary education. We help educate underprivileged children in India through **high-impact**, measurable, and **large-scale** programs. Recognizing the importance of **early interventions**, we focus most of our programs on pre-school and primary education. Our urban programs, including pre-schools, remedial learning, and libraries, provide children from low-income families with **access** to educational resources. Our rural **catalytic** program, Read India, works with **communities**, parents and governments to ensure that children of elementary school-age have grade-appropriate literacy and numeracy skills. Our Annual Status of Education Report (ASER) has emerged as a powerful tool for **advocacy**.

Pratham is today a powerful voice for **education reform**. We contribute to critical policy discussions and are a part of several policy-making bodies at the center and state levels.

Pratham USA, a 501(c)(3) non-profit organization, aims to make a significant contribution to Pratham's goals by raising awareness about educational needs in India and mobilizing resources in the US to support Pratham's programs. We aim to be the **unifying movement** that connects the Indo-American community in the US for the cause of a literate India.



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# Message from Pratham Founder and CEO

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Dear Friends,

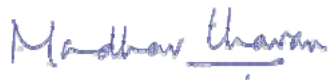
Two years ago, we launched Read India, fueled by the insight that children were not learning basic skills even after several years of attending school. The Annual Status of Education Report 2008 provided early evidence of Read India's impact: learning levels improved substantially in Chhatisgarh, Madhya Pradesh and Orissa. Realizing that the program worked better in states where we had strong partnerships with the government or massive volunteer mobilization, we refined our strategy in other states, building partnerships with village governments and re-training and refocusing our volunteers. Subsequent testing suggests that the program is starting to have an impact across the country, from Uttar Pradesh to Maharashtra, Punjab to Tamil Nadu. Driven by the unceasing efforts of our team and hundreds of thousands of committed volunteers, Read India has now acquired momentum, and we expect that 2009-10 will be a very important year for us.

Read India is the first step in our journey to ensure that every child in India is learning well. We are now developing, piloting and testing methods that go beyond basic literacy and numeracy to deliver the next level of learning on a large scale to millions of children. Having gone through this process, our English teaching method is currently being tested on scale in states like Madhya Pradesh. Having seen the data so far, I feel confident that we can deliver results despite the challenges of teaching English through teachers and volunteers who themselves may not speak the language very well.

Simultaneously, we also worked on some 'excellence' programs that are showing very good results. All Grade 4 students in Maharashtra are expected to appear for an aptitude test conducted by the state government. In 2008-09, Pratham prepared over 10,000 children from Mumbai municipal schools for this test. 54% of students trained by Pratham passed the test as compared to an overall pass percentage of 36%. Our task now is to increase the number of children we train, even as raise our success rate to beyond 80%. Similar efforts in the tribal areas of Chhattisgarh have shown equivalent results. In Bihar, six former child laborers placed in the residential schools run by Pratham secured admission in the elite Jawahar Navodaya Vidyalayas by excelling in open competitive examinations. These efforts to achieve 'excellence' in education are going to grow. As of now, Pratham has rolled out the Block Excellence Program, which will aim to raise learning levels higher than just the acquisition of basic literacy, in close to 170 districts. These programs will start providing 'excellence on scale' as a part of the Read India program in 2010.

In short, as always, Pratham is on the move. Our culture of measuring our achievements and reviewing what works and what does not helps us to constantly improve. This is how we can make your valued investment most productive in spite of challenges and road blocks. This is how we can keep our promise to the children of India.

I know you are with us as always.



Dr. Madhav Chavan,  
Co-Founder and CEO, Pratham

## Message from Pratham USA Chairperson and President

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Dear Pratham Supporter,

2008 has been a critical year for Pratham USA, both in terms of activities in the U.S. and the impact of our funds on Pratham programs in India. We appreciate your continued support and are delighted to share with you outcomes from your investment in primary education in India.

### **Read India scales up**

2008 was an important year in helping reshape primary education in India. Pratham's Read India program scaled up nationally, reaching over 34 million children across 350 districts during the year. Pratham USA, with your generous support, was able to fund the program in 200 of these districts. 2008-09 also saw the emergence of encouraging results from this multi-year program. We share these results from the first full year of Read India later in these pages.

### **Pratham USA sustains its growth momentum**

We achieved over \$10 million in revenues in 2008 thanks to continued support from individual, corporate and foundational donors including the second installment of a 3-year \$9.1 M joint grant from the Hewlett and Gates Foundations and a \$2 M grant from Google. Our revenues were supported by existing chapters including Houston, Dallas-Fort Worth, Tristate (NY, NJ, CT), Los Angeles, San Francisco, Raleigh and Boston. Our Seattle chapter had a successful launch with over \$150,000 from new supporters. Strong teams were also established in Chicago, Charlotte and Washington D.C. in preparation for 2009. Good stewardship of donor funds remained a critical focus through chapter growth. We received the coveted four-star rating from Charity Navigator for the third year in a row with a score that places us in the top 1 percent of all rated non-profit organizations.

### **Pratham USA strengthens its governance**

2008 saw the establishment of a Pratham USA National Board of Directors which includes some of our most generous individual donors. The National Board has assumed the role of setting the strategic direction for Pratham USA and providing national oversight and support, while the National Executive Committee, consisting of leaders of the major Pratham USA chapters, has focused on the critical role of grass-roots leadership and outreach. We believe that this structure, which combines strong elements of an effective top-down and bottoms-up leadership, will help Pratham USA to become even more effective in communicating with our supporters in the U.S. and supporting programs for eradicating child illiteracy in India.

We are grateful to each of you for your generous support. One of our goals last year was to share with you additional information on Pratham and its impact. Based on your continued feedback, this effort will continue and intensify. We look forward to taking you with us on Pratham's journey to help 100 million children learn to read and write.



Vijay Goradia  
Chairperson



Dr. Atul Varadhachary  
President

# A Need Greater Than Ever

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“Sixty years after independence, with 40 percent of its population under 18, India is now confronting the perils of its failure to educate its citizens, notably the poor. More Indian children are in school than ever before, but the quality of public schools...has sunk to spectacularly low levels, as government schools have become reserves of children at the very bottom of India’s social ladder.

...India has long had a legacy of weak schooling for its young, even as it has promoted high-quality government-financed universities. But if in the past a largely poor and agrarian nation could afford to leave millions of its people illiterate, that is no longer the case. Not only has the roaring economy run into a shortage of skilled labor, but also the nation’s many new roads, phones and television sets have fueled new ambitions for economic advancement among its people — and new expectations for schools to help them achieve it.

...Education in the new India has become a crucial marker of inequality. Among the poorest 20 percent of Indian men, half are illiterate, and barely 2 percent graduate from high school, according to government data. By contrast, among the richest 20 percent of Indian men, nearly half are high school graduates and only 2 percent are illiterate.”

*Education Push Yields Little for India’s Poor* . New York Times, January 2008



## Pratham: A Nationwide Movement

Pratham is present in 21 states across India

89,000 school teachers  
in Punjab trained  
through Read India

132,000 children  
in U.P. borrowed  
books from libraries

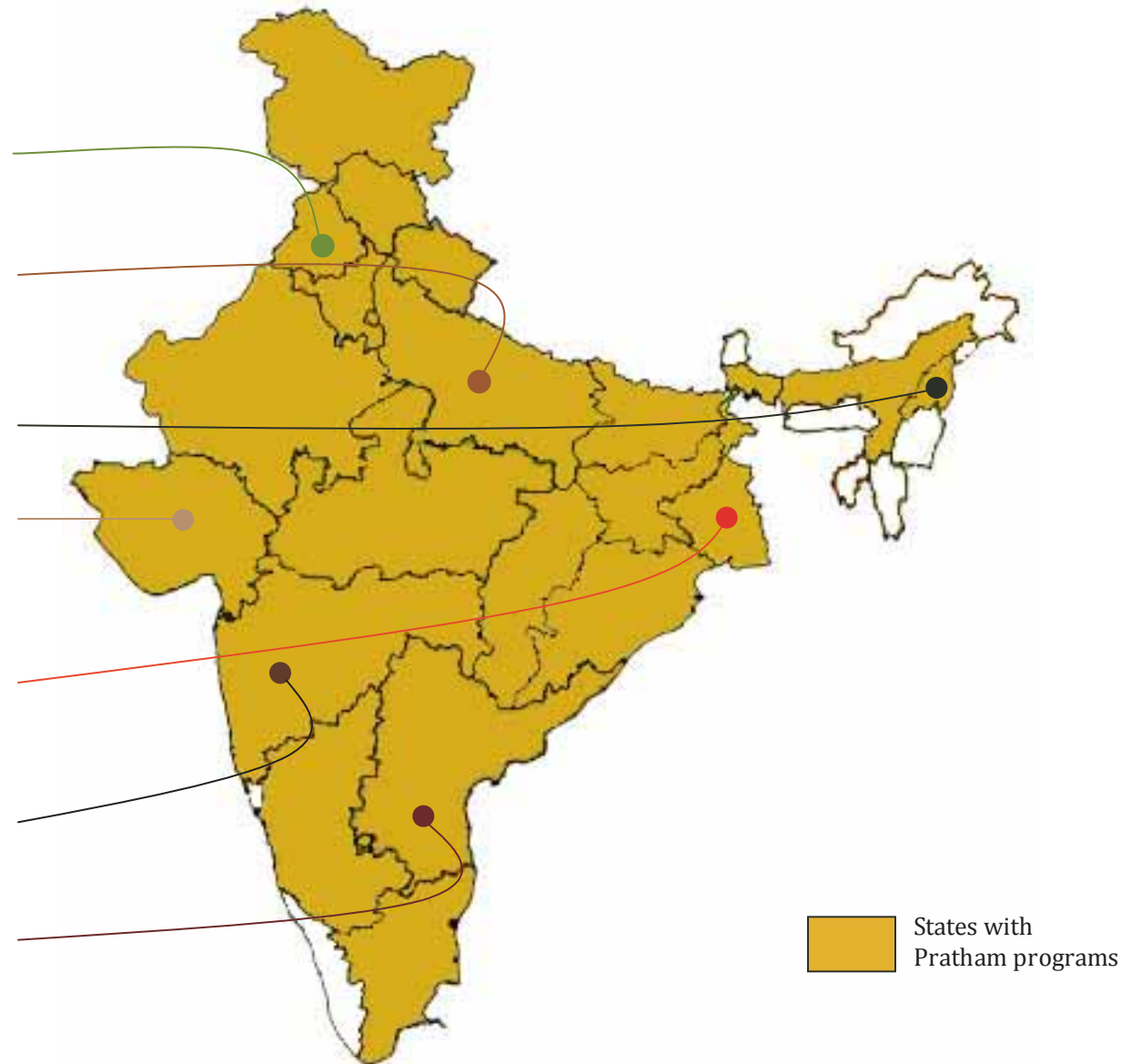
92,000 children  
in Nagaland reached  
through Read India

886,000 children  
in Gujarat reached  
through Read India

58,000 children  
in West Bengal reached  
through Read India

105,000 children  
in Maharashtra attended  
learning support classes

11,300 volunteers  
in Andhra Pradesh  
mobilized and trained





# Creating Large-Scale Impact

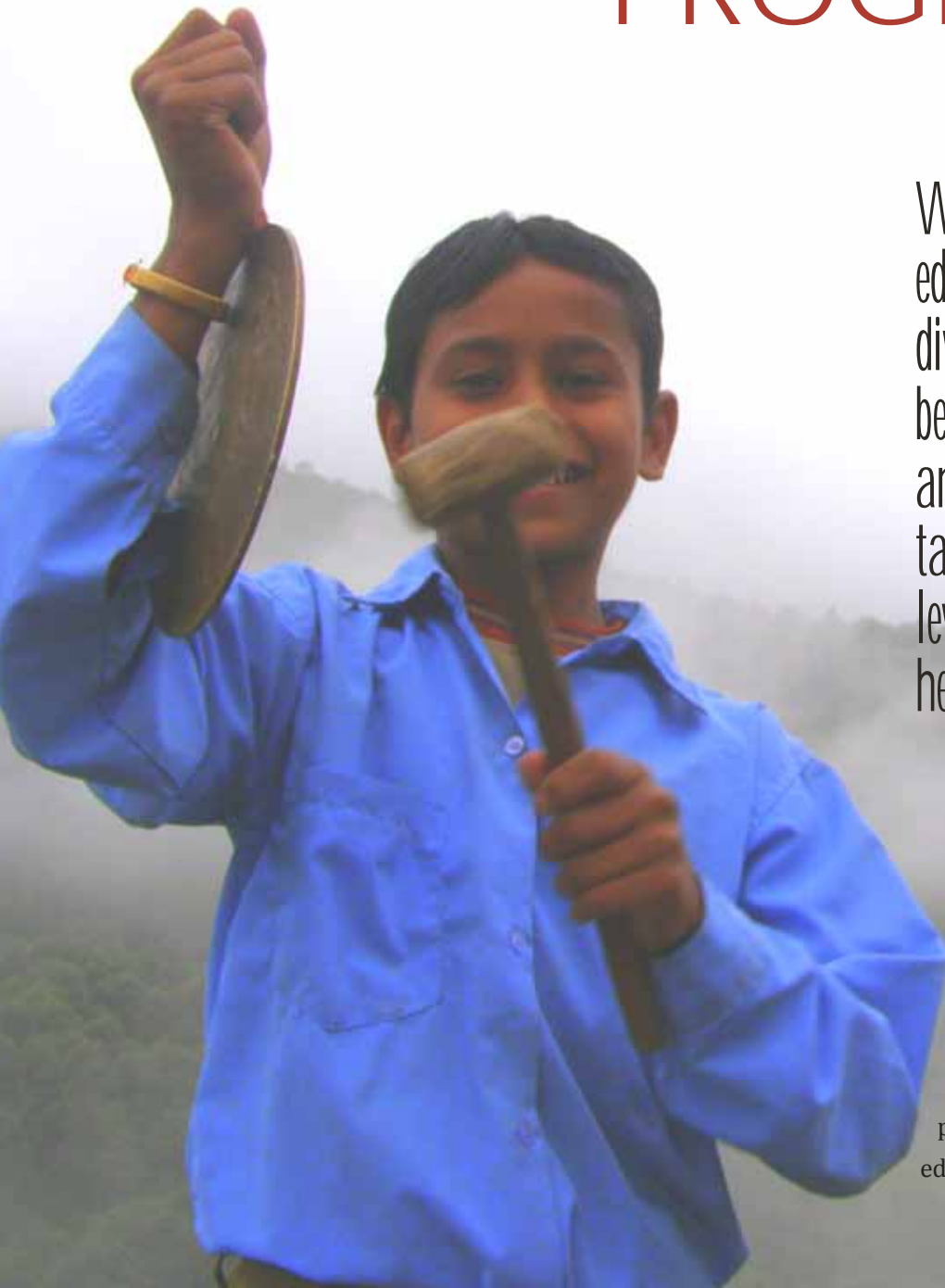
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Thanks to your support, Pratham India was able to achieve significant successes in 2008-09.

- Read India reached over **34 million** children in **304,248** villages across 19 states. We trained more than **448,000** volunteers and **605,000** teachers in our teaching and assessment techniques.
- Our Annual Status of Education Report (ASER) tested more than **700,000** children across over **16,100** villages in 2008, establishing a picture of learning levels across the country and spurring education reform.
- Our pre-school (balwadi) programs benefited over **39,000** children, preparing them for regular school.
- Over **476,000** children attended our learning support classes in schools and communities.
- More than **400,000** children borrowed books from our community libraries, developing their reading abilities.
- Pratham's program for child laborers and other children at risk benefited over **37,500** children across 8 states and influenced several national and state policies on child labor.
- Our computer assisted learning centers prepared over **70,000** children for the digital age.



# PROGRAM HIGHLIGHTS



We cannot forget after all that the toughest questions around education are now rearing up even as India's demographic dividend ramps up. Our response will make all the difference between the world's largest lumpen community of illiterates in an uncertain nation, and a country with a large pool of talented human capital that can fire up the economy to new levels of growth. Our opportunity to choose between the two is here, now, and transient. . . ."

**Nandan Nilekani**, Imagining India

Nandan and Rohini Nilekani are the 2009 recipients of the Pratham Award for Outstanding Service in Education.

The Outstanding Service in Education Award was conceived by Pratham USA in 2009 in recognition of the remarkable ability of an individual to effect change and dramatically impact the delivery of education to the underprivileged. The award is presented to individuals for their unique contributions and dedication to the cause of education.



**Direct delivery programs** comprise of focused interventions that help children from low-income families overcome the barriers to learning they face.

These programs are located primarily in urban slums. Pratham assesses the needs of the community and works to identify and deliver solutions through its staff and volunteers. Programs are typically located in community spaces and run by young women from the community with the assistance of Pratham staff.

In 2008-09, Pratham's direct programs reached over 5,100 communities in 43 cities, benefiting over a million children. Pratham's core direct programs and some of their achievements are highlighted below.

### **Balwadis (Pre-Schools)**

Pratham's *balwadis* provide 3-5 year old children from low-income families with access to pre-school education. A typical class comprises of twenty children and runs for two hours a day. The goal of the program is to build and strengthen the physical, emotional, cognitive, social and language skills of these children and prepare them for regular school.

Pratham has also emerged as a technical resource group for training teachers in private and government-run pre-schools. In 2007, Pratham established the **Early Childhood Care and Education Centers (ECCE)** to leverage and institutionalize the expertise that Pratham has acquired through its *balwadi* program. Currently, 11 ECCEs across India provide training to teachers and develop pedagogical methods and learning materials tailored towards pre-schools.

### **Libraries**

Pratham's libraries provide children from low-income families with access to books and conduct activities aimed at strengthening reading skills and instilling interest in learning. The libraries are located within government schools and communities. Each library has an average of 300 books in Hindi, English and the local language. Library "classes" are typically held after school hours.

### **Our Impact in 2008-09:**

- Over 39,000 children received pre-school education at 1,911 *balwadis* in 11 states.
- More than 476,000 children attended our learning support classes in schools and communities.
- Over 400,000 children borrowed books from 3,743 libraries last year.
- Pratham Books published and sold over 3.4 million books. Over 4 million story cards were printed and sold.
- 507 rescued child laborers found a safe and nurturing environment at the Pratham shelters. Overall almost 38,000 children at risk benefited from our various activities.
- Over 70,000 children learned how to use computers at our computer assisted learning centers.



## Learning support

Pratham's learning support or remedial learning classes are designed to develop and strengthen reading, writing and arithmetic skills among children of ages 6 and above. These classes target children who are out-of-school as well as those who are enrolled in school but need additional help. They are held in schools and communities and consist of two phases: In Learning to Read (L2R), children learn basic literacy and numeracy skills. In Reading to Learn (R2L), children learn more advanced skills aimed at developing comprehension and self-expression. Overall, more than 476,000 children attended 7,514 learning support classes in 2008-09.

Pratham also conducted scholarship classes in Delhi and Maharashtra to help children in grades 4 and 7 prepare for the mandatory scholarship exams held by the respective state governments. 10,347 children attended these classes.

## Pratham Books

Pratham Books was established in 2004 to fill a gap in the market for good quality, reasonably priced children's books in Indian languages. Since then, it has published over 170 titles in 11 languages, including English. The stories are written by Indian authors and are rooted in Indian culture and people. The books are priced between Rs. 10 and Rs. 25 (20 cents to 50 cents), making them affordable to millions of children. In 2008-09, Pratham Books published and sold over 3.4 million books. Over 4 million story cards were printed and sold. The Bihar government invited Pratham Books to exhibit its publications at book fairs held in 37 locations across the state. The government also provided schools with funding to buy books at these fairs.

## Pratham Council for Vulnerable Children (PCVC)

PCVC has been working since 1998 to rescue, educate and mainstream child laborers. It also uses advocacy to ensure that governments legislate and implement laws banning child labor. Currently, PCVC works in eight states. In 2008-09 over 37,000 children benefited from its various interventions. PCVC also runs 10 shelters for rescued children who do not have a safe place to go to. More than 500 children currently reside at these shelters.

PCVC is also a key member of several policy-making bodies and task forces created to address the issue of child labor, working closely with the state governments of Maharashtra, Rajasthan, Uttar Pradesh, Andhra Pradesh and Gujarat. It is also considered an influential voice in this area: most recently, it was invited to participate at the National Convention on Right to Education and Abolition of Child Labour, organized by the National Commission for Protection of Rights of Children.

## Computer Assisted Learning (CAL)

Operational in seven states, the CAL program runs centers in schools in low-income areas. The program aims to provide students with access to computers and enhance learning through the use of educational software. Over 70,000 children attended these centers in 2008-09.





# A Commitment to Effectiveness

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We seek to maximize the effectiveness of our work by continuously innovating and improving our methods, expanding our reach to cover all children and constantly tracking and evaluating the impact of our programs.

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Pratham started work in Chhatisgarh in January 2007 with a pilot program in Dantewara, one of the poorest and most violent districts in the state. The success of the program - as demonstrated by large increases in children's learning - in a hostile and difficult environment convinced the state government of our commitment and the effectiveness of our model. Pratham and the Chhatisgarh government jointly launched Read Chhatisgarh at the start of the 2007-08 academic year. The program aimed to significantly improve the basic literacy and numeracy skills of children in government-run primary schools. Pratham provided the know-how, trained teachers and school administrators, created learning materials for children and mobilized vast numbers of volunteers who provided children with encouragement and academic help. Read Chhatisgarh has had a tremendous impact on children's learning levels. For instance, the percentage of students who could read fluently in Grade 3 doubled from 32% in 2007 to 70% in 2008. The percentage of students who could solve a division problem tripled from 13% to 39%.

*"Pratham helped us identify specific weaknesses in our education system and work on them. Rather than drawing up a utopian wish-list, we focused on implementing small interventions and improvements on a state-wide scale. Pratham also gave us the technical support needed to evaluate outcomes. Last but not the least, Pratham's staff and volunteers brought in enthusiasm and a 'can-do' spirit that energized the entire campaign."*

Maninder Kaur-Dwivedi, State Project Director,  
Sarva Shiksha Abhiyaan, Chhatisgarh



## Global Recognition

- ASER is being adopted and adapted for use in other contexts under the guidance of the ASER Center. Inspired by ASER, groups in Pakistan, Kenya, Uganda and Tanzania are carrying out ASER-like initiatives.
- ASER was the Gold winner in the 2008 Excellence in Information Integrity Awards, awarded by the US-based Information Integrity Coalition.
- Dr. Rukmini Banerji of the ASER Center was invited to speak at various international forums on assessment and education reform, including at the Clinton Global Initiative Meeting in 2008.



**Annual Status of Education Report (ASER)** provides the impetus for education reform by measuring children's learning levels and disseminating the results.

Since 2005, Pratham has facilitated ASER, a nationwide survey of learning levels among children of ages 6-14 years in India. Local groups conduct the survey, publicize the findings and look for ways to improve the educational situation in their district. Over 700,000 children in 16,198 villages across 564 rural districts were tested for ASER 2008. More than 32,000 volunteers participated in this effort.

ASER is the largest household survey conducted by a non-governmental body in India. It is the only annual measurement of basic literacy and numeracy conducted at scale in India today. In 2007, with the help of a grant from Google, Pratham established the ASER Center to institutionalize and expand the ASER process and build capacity at the regional and local levels for research and evaluation.

## Our Impact in 2008-09

- Education reform: The widespread dissemination of ASER results has helped focus government attention on the issue of poor learning in schools. Several states have adopted basic learning programs for primary grades.
- Focus on outcomes: ASER has shifted the focus of policy makers, planners and practitioners from educational inputs to learning outcomes. Government and non-government agencies routinely refer to ASER in their planning documents.
  - Focus on measurement: Thirteen states are using ASER-like tools in schools to measure the progress of reading and arithmetic. ASER has also shown that it is possible to measure the effectiveness of social services on a large-scale and in a timely manner. The President of India recently announced that the government will bring out five annual reports in the areas of education, health, employment, environment, and infrastructure. This, we believe, is a direct consequence of ASER.

**"ASER has had an extraordinary impact on the whole conversation in India about learning."**

**Dr. Shanta Devarajan**, Chief Economist (South Asia), World Bank



## A Commitment to Collaboration

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Pratham's willingness to partner with governments, other NGOs and the private sector enables us to scale up our programs rapidly and ensures the sustainability of our work. Leveraging the expertise and resources of our partners also allows us to grow effectively and efficiently.

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Room to Read approached Pratham earlier this year and requested our help in developing a simple reading assessment tool to use in their Bangladesh program. Abhijit Chakraborty from our Assam team and Bipash Das from our Tripura team traveled to Dhaka in mid July and worked with the local Room to Read team for a few days, helping them develop a tool and training their staff on how to use it. Room to Read is currently using the tool to assess children's learning levels across 44 primary schools. The feedback so far has been extremely positive.

*"The entire experience of working with Pratham on this project has been a pleasure. The process of assessment has added tremendously to our understanding of the status of children's learning. We especially liked the simplicity of the tool - it is easy for anyone to understand and use - yet the actionable results make it very powerful.*

*We anticipate working closely with Pratham in the future as well."*

Zaki Hasan, Country Head, Room to Read, Bangladesh



## Our Impact in 2008-09

- We taught 34 million children in 19 states through our school and community based classes.
- We reached 358 out of India's 587 rural districts. One out of every two villages was covered by the program!
- More than 605,000 teachers and government officials attended our training programs on teaching and assessment techniques. We also mobilized and trained more than 448,000 volunteers.
- Learning levels have improved significantly in several states.



**Read India** partners with governments, communities and parents to improve the learning levels of children, especially those who attend public schools.

*50 percent of children in government schools cannot read fluently, write or do basic arithmetic despite being in school for 4 or 5 years.*

ASER 2005 and 2006

Recognizing that rapid, large-scale action was required to address the problem of poor learning in schools, Pratham launched Read India in May 2007. Read India's goal is to ensure that all children of ages 6-14 years know how to read, write and do arithmetic at grade level. To achieve this goal, Pratham mobilizes and trains village volunteers to work with children. We also work collaboratively with many state governments to train and support school teachers. These partnerships amplify the impact of the program since they allow us to reach all students and teachers of government-run schools, leading to large scale and sustainable improvements.

The Read India methodologies were developed and field tested in 2002-03 and then tested on a large scale in 2005 and 2006. The program has four major components:

- **Training:** We train school teachers and volunteers in our teaching and assessment techniques .
- **Assessment:** We assess each child at the beginning of the program. Children are grouped and taught according to their skill level. Assessments are repeated periodically to measure progress.
- **Activities:** Children spend focused time daily in schools or in communities on learning activities developed by Pratham to build literacy and numeracy skills.
- **Materials:** We create and distribute age appropriate and graded reading materials.

Read India reached over 34 million children across 19 states in 2008-09. Two-thirds of India's rural districts were covered by the program. Our achievements include:

- **Building capacity:** Pratham has trained over a million government school teachers and village volunteers in its accelerated learning techniques. Almost half of India's villages have at least one volunteer trained by Pratham.
- **Partnerships:** In nine states, Pratham launched Read India through a comprehensive, state-wide partnership with the government. In five other states, Pratham formed partnerships with the government at the district-level. Across several states, *panchayat* (village government) leaders have extended their support to the program and have been involved in recruiting volunteers and monitoring progress.



- **Introducing innovative materials:** Several states have incorporated materials created or popularized by Pratham in their curriculum.
- **Increased focus on basic skills:** Over 24 states have taken up special reading/learning programs in the last two years.

### Impact on learning outcomes

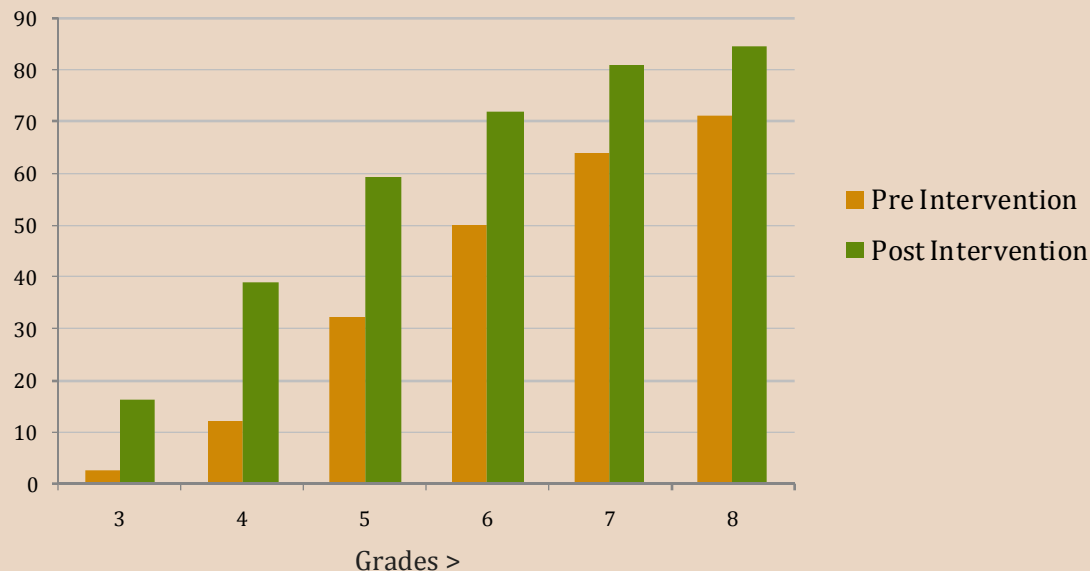
- ASER 2008 reveals that learning levels have improved significantly in six states and marginally in five more states. In Chhatisgarh the percentage of students in grade 3 who can read fluently has doubled from 32% to 70% in one year.
- In April 2009, Pratham re-tested children who were tested six months earlier during ASER 2008, revealing significant improvements in their learning levels. In Tamil Nadu, the percentage of children in grade 3 who could not read a grade 1 text declined steeply from 63% to 47% in the Read India districts. This compares to a much more gradual decline from 65% to 60% in non-Read India districts.
- The Abdul Latif Jameel Poverty Action Lab at the Massachusetts Institute of Technology is intensively analyzing Read India and its impact. Their earlier analysis of the summer camps revealed that attending a one-month camp held by Pratham helped at least 40 percent of children improve their reading skills.

Read India came out of the realization that of the 200 million children in the country, 50 percent cannot read. If we don't do something about it very quickly, we are going to lose many generations of children to illiteracy.

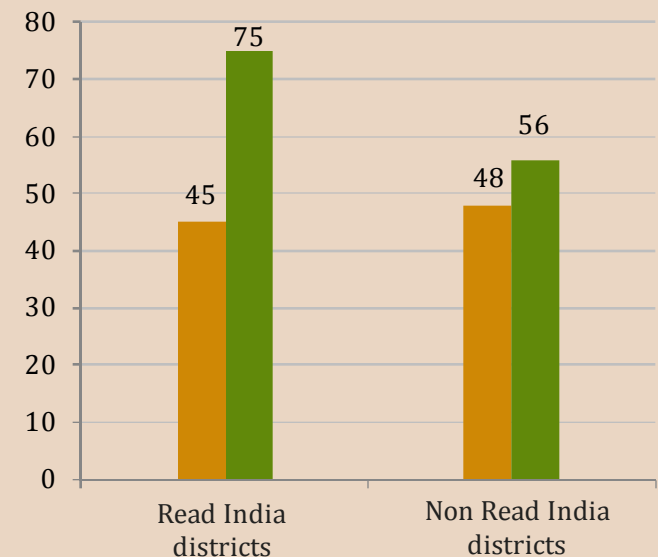
Essentially, Read India is what we do whether we live in D.C. or in a village in India: we try to send our kids to the best school possible and also help them at home.

**Dr. Rukmini Banerji,**  
speaking at the Clinton Global Initiative 2008

Chhatisgarh: % of children in Grade 3-8 who can read at grade level

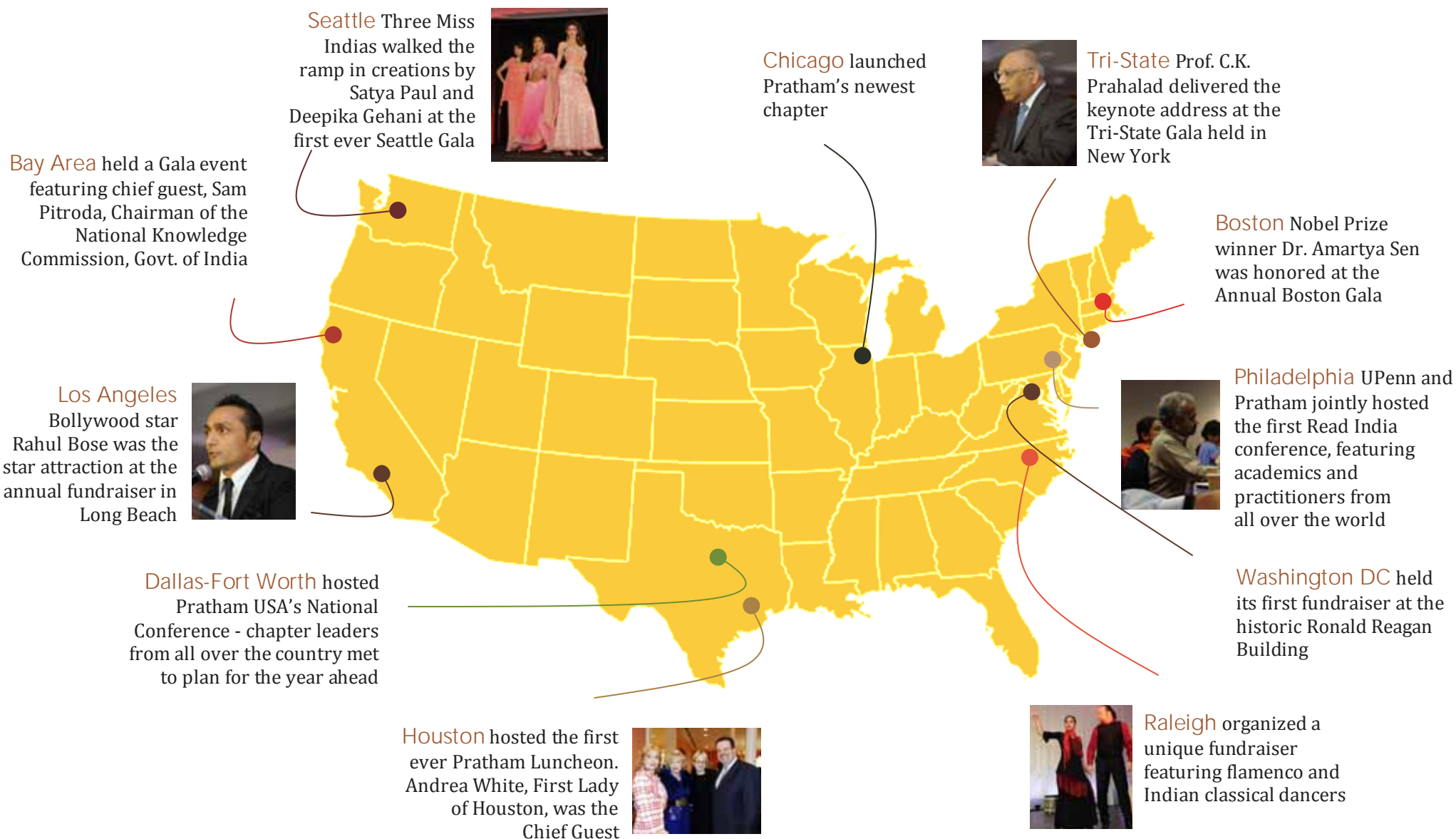


Tamil Nadu: % of children in Grade I who can read alphabets



# Pratham Across USA

Since its founding in 1999, Pratham USA has formed chapters in major cities across the United States. Over the year, chapters host a variety of events, including Gala dinners, roundtables, concerts and workshops. Through these regional activities, we seek to raise funds to support Pratham programs, generate awareness about the challenges of education in India, and also bring together local communities for an opportunity to applaud our momentous achievements.





## A Commitment to Transparency

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Openness to external review and evaluation has been an essential element of our success, enabling us to evolve and grow quite rapidly. In 2001, Pratham was one of the first NGOs to subject its work to rigorous external evaluation by researchers at the Abdul Latif Jameel Poverty Action Lab (J-PAL), Massachusetts Institute of Technology. The positive results of the randomized testing conducted by the researchers confirmed our own assessment of our programs.

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Representatives from eight external organizations joined representatives from Pratham USA and various government bodies in February 2009 to review the progress and impact of Read India. Participants included Hewlett Foundation, Gates Foundation, the World Bank, the UK Department for International Development (DFID), Oxfam, Novib, Children's Investment Fund Foundation, National Science Foundation, Pratham USA, NCERT India, and eight state governments. Review teams visited several states, observing classes and interacting with children, teachers, parents, and Pratham volunteers. They also met with several stakeholders, including government officials, village leaders, and representatives from other NGOs to get a complete picture about Read India. Their observations and feedback have helped us further strengthen the program.

*"The review of Pratham's Read India campaign has set a new standard for transparency. I have rarely encountered an NGO that opened its doors this completely. Any question asked, any school visited was fair game for the review teams. And what we and other state teams saw was quite impressive. Not only does Pratham have an incredibly motivated, hardworking, and competent team, they are meeting their goals and getting significant results — millions more children throughout India are learning to read."*

- Lynn Murphy, Program Officer at the Hewlett Foundation



# OUR FINANCIALS

## Highlights of our 2008 financials include:

- Raised our investment in programs to \$10.1 million – an increase of 55% compared to 2007.
- Secured \$10.2 million in revenues, including \$7.3 million from foundations.
- Maintained financial discipline, reducing our fundraising and administrative costs by 13% over the previous year - less than 4 cents of every dollar raised went towards fundraising and administrative costs!





# Statement of Activities, Pratham USA

For the year ending December 31, 2008 (with comparative totals for 2007)

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(Numbers in '000)

## Support and Revenues

	2008	2007
Individual and corporate contributions	\$1,321	\$1,634
Foundation grants	\$7,312	\$6,768
Special events	\$1,972	\$2,099
Less: direct benefit to donors	(\$489)	(\$298)
Interest income	\$54	\$75
	<b>\$10,170</b>	<b>\$10,277</b>

## Operating Expenses

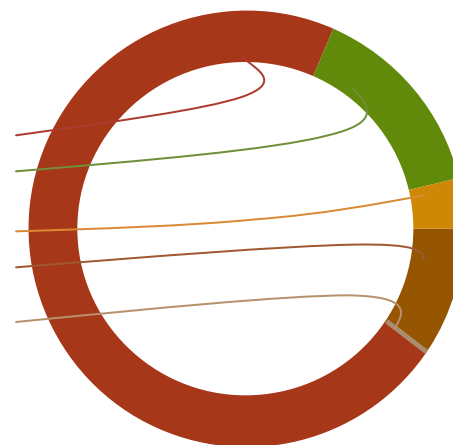
Program support	\$10,065	\$6,486
General and administrative expenses	\$103	\$130
Fundraising expenses	\$278	\$306
	<b>\$10,446</b>	<b>\$6,922</b>

## Net Assets

Change in unrestricted net assets	(\$276)	\$3,355
Change in temporarily restricted assets	(\$2,768)	\$5,993
Net assets at the beginning of the year	\$10,981	\$1,633
Net assets at the end of the year	<b>\$7,937</b>	<b>\$10,981</b>

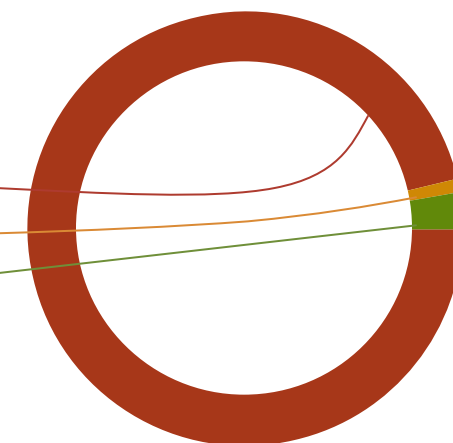
## Source of Funds

Foundation Grants (72%)
Special Events (15%)
Corporate Contributions (4%)
Individual Contribution (9%)
Other (1%)



## Use of Funds

Program Support (96%)
Administration & General (1%)
Fundraising (3%)



Pratham USA was audited by Pannell Kerr Forster of Texas, P.C. Full audited financial statements are available on our website at [www.prathamusa.org](http://www.prathamusa.org) and upon request.

# Statement of Financial Position, Pratham USA

For the year ending December 31, 2008 (with comparative totals for 2007)

( Numbers in '000)

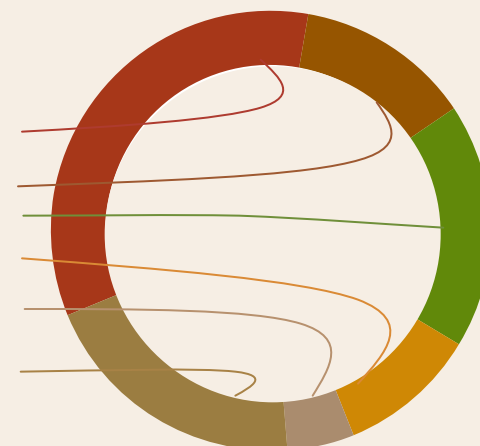
<b>Assets</b>	<b>2008</b>	<b>2007</b>
Cash and equivalents	\$2,054	\$2,870
Investments	\$122	\$1,866
Current receivables	\$5,760	\$3,201
Prepaid expenses	\$19	\$6
Total current assets	\$7,955	\$7,944
Pledges receivable, non-current	-	\$3,038
	<b>\$7,959</b>	<b>\$10,982</b>
<b>Liabilities</b>		
Accounts payable	\$21	\$1
	<b>\$21,347</b>	<b>\$926</b>
<b>Net assets</b>		
Unrestricted	\$4,299	\$4,575
Temporarily restricted	\$3,638	\$6,406
Total net assets	<b>\$7,937</b>	<b>\$10,981</b>
Change in unrestricted net assets	(\$276)	\$3,355
Change in temporarily restricted assets	(\$2,768)	\$5,993
Net assets at the beginning of the year	\$10,981	\$1,633
Net assets at the end of the year	<b>\$7,937</b>	<b>\$10,981</b>

# Pratham India

Sources and use of funds, for year ending March 31, 2009

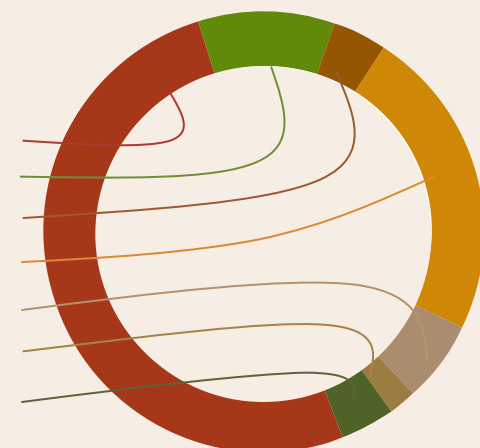
## Source of Funds

Pratham USA (34%)  
 Google (13%)  
 Hewlett (18%)  
 NOVIB (10%)  
 Govt. Agencies (5%)  
 Indian Companies  
 & Individuals (20%)



## Use of Funds

Read India (51%)  
 ASER (10%)  
 Children at Risk (4%)  
 Direct Programs (23%)  
 Special Projects (6%)  
 Resource Center (2%)  
 Admin (4%)





# A Commitment to Good Stewardship

21

Pratham USA practices good stewardship with all funds entrusted to its mission. Using funds effectively and efficiently enables us to reach more children and create a larger impact.

.....

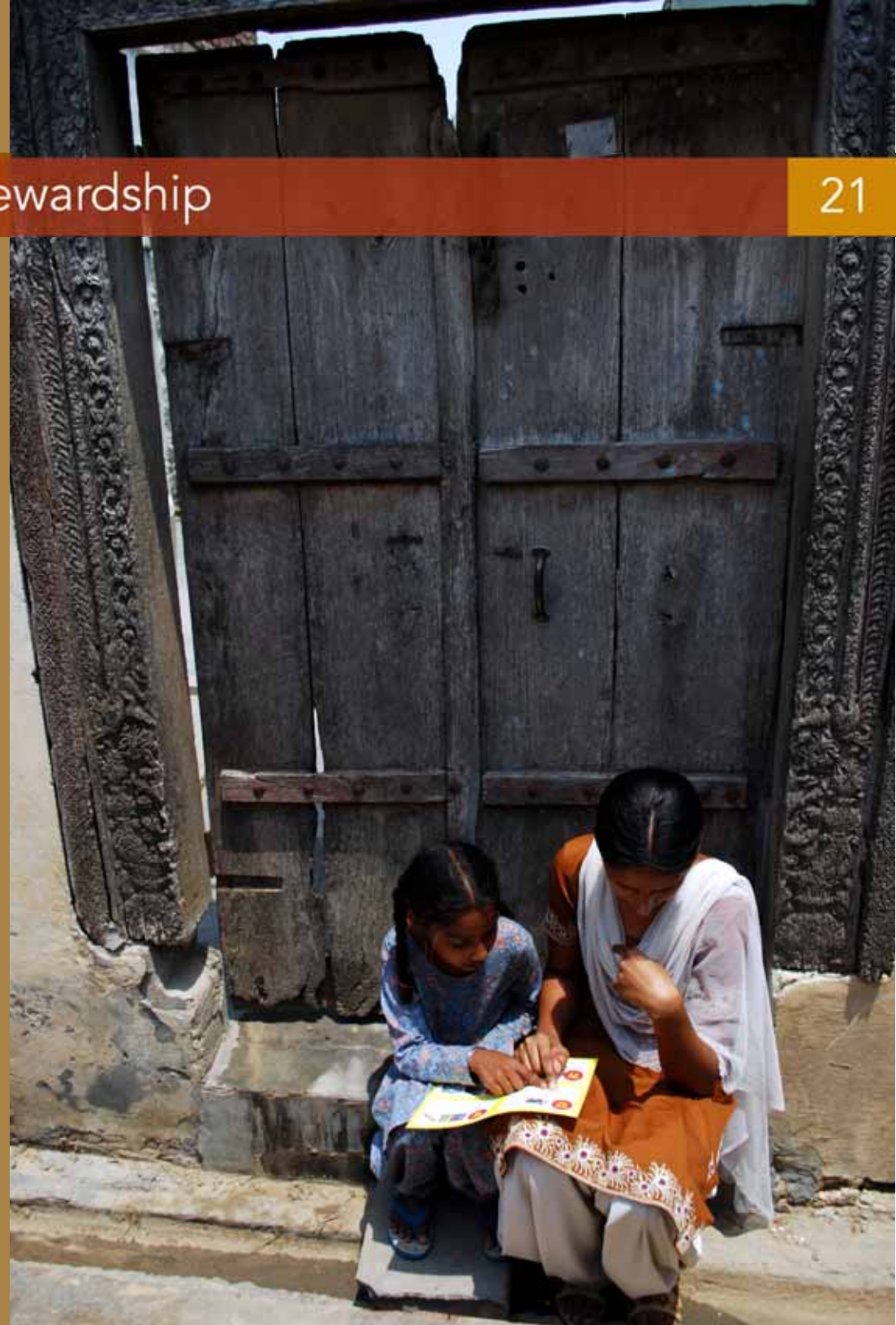


Pratham USA won Charity Navigator's four-star rating (its highest possible) for the third year in a row, joining a select group of non-profits who have achieved this rare distinction. Our overall score also places us among the top 1 percent of all non-profits rated by Charity Navigator.

Charity Navigator is America's premier independent charity evaluator. It evaluates the fiscal management and financial health of over 5,400 of America's largest charities with the aim of identifying those that use funds most efficiently. *Forbes* and *Business Week*, among others, have profiled their unique analysis of the charitable sector.

*This exceptional designation differentiates Pratham USA from its peers and demonstrates to the public it is worthy of trust.*

- Ken Berger, President and CEO, Charity Navigator



# OUR SUPPORTERS

A photograph of two young girls in India. The girl in the foreground has her eyes closed and hands clasped in a prayer gesture. She has dark hair styled in two braids and is wearing a dark blue floral patterned shirt. The girl in the background is also in a prayer pose, wearing a colorful floral dress. The background is a plain, light-colored wall.

The Pratham team joins hands with children across India in expressing deep gratitude to our supporters. It is with your help that we are able to bring hope and opportunity to a country in need. In the following pages we proudly recognize the commitment of those individuals, foundations, corporations and volunteers who have supported Pratham USA and brought the vision of having all children in school and learning well, one step closer to reality.



# Lifetime Giving

Pratham USA is grateful to the individuals, foundations and corporations whose generosity over the past decade has brought the dream of education to millions of children.

## \$5,000,000 & above

The William and Flora Hewlett Foundation\*

## \$1,000,000-\$4,999,999

Sudesh and Chitra Arora  
Vijay and Marie Goradia  
GE Foundation  
Google.org

## \$500,000-\$999,999

Jaideep and Rachel Khanna  
Douglas B. Marshall, Jr. Family Foundation

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Hemant and Indrani Goradia  
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Michael and Susan Dell Foundation

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Vinmar, Inc.

\* Joint grant with the Bill and Melinda Gates Foundation



## Visionary Supporters

Pratham USA salutes this group which truly stands as the backbone of the organization and is our inspiration. Gifts given Jan 1-Dec 31, 2008.

### \$450,000 & above

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Jaideep and Rachel Khanna

### \$100,000-\$449,999

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Vijay & Marie Goradia  
Sanjay & Anjna Motwani  
Arvind & Shilpa Sanger

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## Leaders in Literacy

We welcome all supporters making gifts of \$5,000 + as members of our major donor recognition program, Leaders in Literacy. Gifts given Jan 1-Dec 31, 2008.

### \$25,000-\$49,999

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Sunil Gupta  
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Sharad & Swati Kadakia  
Shashank & Medha Karve  
Harish & Himadri Katharani

Benefits for members of Leaders for Literacy.  
(Each level receives the benefits of the preceding level)

### \$5,000 + . . . . . Literacy Advocates

- Recognition in the Pratham USA Annual Report
- Receive invitations to exclusive briefings from Pratham's program staff
- Recognition in Chapter Gala Souvenirs

### \$10,000 + . . . . . Literacy Mentors

- Receive invitations to exclusive small gatherings hosted by fellow donors and Chapter leadership
- Receive annual reports on Read India progress

### \$25,000 + . . . . . Literacy Principals

- Naming opportunities for Pratham facilities/ programs in India\*
- Receive customized progress reports from the field (as requested)

\*requires a multi-year commitment

Apoorva Koticha  
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Teresa Keiko Yamana





# Individuals and Family Foundations\*

The contributions of every single Pratham USA supporter are extremely valuable. A single dollar can change the life of a child touched by a Pratham program. We thank each and every one of you. Gifts given Jan 1-Dec 31, 2008.

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Ramesh & Farida Singh

*I always feel a little dissatisfied with myself when I donate to Pratham. I ask myself could I have donated more. This cause is so great and Pratham is so vital that the answer is always yes.*

**- Dr. Manish Dhawan**  
(Shreveport, LA)

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\*We recognize and thank every donor to Pratham USA, however, donors contributing amounts less than \$1,000 are not listed here due to space constraints.



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The support of institutions is not only critical for Pratham's programs, the fact that these institutions choose to partner with us in realizing a literate India is a heartening message to the people and the government of India.

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The William and Flora Hewlett Foundation

## \$100,000 - \$999,999

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Vinmar, Inc  
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## In-Kind Support

Ramesh Parikh (office space)  
Arvind Sanger (office space)  
Margolis Phipps and Wright (tax consultants)  
S. Mona Parikh, Attorney, Jones, Mays, Ramsey & Parikh (legal advice)  
Jet Airways (air tickets)  
Continental Airlines (air tickets)



*"Education is an essential means to empowerment, especially in a country like India where illiteracy is still a challenge the country faces. Starting in 2005, Citi Foundation and Pratham have served over 67,000 children in 350 urban communities in seven states throughout India. This widespread effort resulted in an average 15% increase in pre-school enrolments, and a minimum 10% increase - and in most cases 40%-50% increase - in the learning levels of these children who attended Pratham classes. Given these significant results, Citi Foundation has committed a second three-year grant for Pratham to reach an additional 145,000 children and introduce higher competency learning such as advanced math, science and English, as well as Pratham's basic reading, writing and math skills program. In addition to providing financial assistance, Citi employee volunteers support Pratham's work by helping to conduct story-telling sessions, art competitions and interactive science and math education."*

- Mark T. Robinson, Chief Executive Officer,  
Citi South Asia

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Every Child in School and Learning Well

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