OUR MISSION

EVERY CHILD IN SCHOOL AND LEARNING WELL

This annual report covers the activities of Pratham USA during the period of January 1, 2013 to December 31, 2013. However, Pratham’s program statistics may include data from the 2013 - 2014 Indian school year.
WE INNOVATE, MEASURE AND SCALE PROGRAMS IN ORDER TO INCREASE LEARNING OUTCOMES AND INFLUENCE EDUCATION POLICY IN INDIA.
Pratham’s intervention in Bihar, one of India’s most populous and impoverished states, exemplifies the success of this NGO-government partnership model. Pratham was able to improve literacy rates in intervention schools across two districts from 30% to 60% simply by restructuring classrooms by reading ability instead of age — a low-cost, but highly effective technique. The program was subsequently implemented in 70,000 schools thanks to a coordinated effort by Pratham, citizen volunteers and the state government.
2013 TOP 100 NGOs BY THE GLOBAL JOURNAL
2013 TIMES OF INDIA SOCIAL IMPACT AWARD
4-STAR RATING CHARITY NAVIGATOR
FROM OUR EXECUTIVE CHAIRMAN

Dear Pratham Supporters,

I want to thank each of you for making 2013 a truly remarkable year. We’ve seen continued and noteworthy achievements with Read India, ASER, Second Chance, and Pratham Institute.

Read India, our flagship program, saw a year of new government and corporate partnerships. Nine state governments across India chose to work with Pratham on a large scale in their respective states. Also, as a result of new Corporate Social Responsibility provisions in India, prominent Indian corporations such as ITC Ltd. and BPCL started large-scale programs with Pratham.

ASER continues to serve as an important tool for measuring learning outcomes, highlighting learning quality as a key challenge. As part of our ASER Center, we created a Measurement, Monitoring and Evaluation (MME) group to evaluate the success of Read India. Large-scale outcomes monitoring is critical in our goal of constantly improving programs.

Second Chance, whose mission it is to promote secondary education for economically marginalized girls and young women, increased the number of women who passed the grade 10 board examination from fifty to seventy percent in the 2013-2014 school year. Second Chance reaches out to thousands of girls who are at risk of dropping out of school, to give them a fair chance at an education.

Lastly, Pratham Institute, which provides underserved young adults with the tools they need to reach gainful employment, saw another year of incredible growth in 2013. This growth was met with an increase in training capacity by 6,000 students in great part due to the generosity of Chitra and Sudesh Arora. During the 2013-14 school year, Pratham Institute reached over 7,000 youth through its vocational skills training programs.

With India’s burgeoning economy, it is essential that future generations have the opportunities to, not only achieve basic literacy and numeracy, but also to gain practical skills that can be used in the work force. Remarkably, Pratham continues to grow, as more and more people see the value in our mission of having every child in school and learning well.
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Yogi Patel, Co-Founder of Pratham USA

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Dr. Rukmini Banerji is Director of the ASER Centre
Chithra Ramesh
Vineeta Salvi
Dr. Atul Varadhachary, President Emeritus

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Ramesh Mahalingam, Washington, DC

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CHICAGO
DALLAS-FORT WORTH
DENVER
HOUSTON
LOS ANGELES
NEW YORK TRI-STATE
PHOENIX
RALEIGH RTP
SAN FRANCISCO BAY AREA
SEATTLE
WASHINGTON DC
PRATHAM USA

- 14 chapters raise awareness about the critical needs of children’s education in India through events and campaigns.

Here in the United States, there is tremendous opportunity to raise awareness about the educational needs in India and mobilize resources to fund Pratham’s programs. Pratham USA volunteers embrace this challenge to tirelessly fundraise and spread the word about the remarkable work that is being accomplished in India.

- Pratham USA raised $11.2 million in contributions in 2013 and every single donation helps underprivileged Indian children and youth.

- Pratham USA raised 47.5% of all Pratham Program funds for 2013.
PRATHAM USA FUNDRAISING CONTINUES TO EVOLVE IN 2013

READATHON 2013
$75,000 FROM 800 DONORS
CHILDREN IN THE U.S READ BOOKS AND RAISE FUNDS TO HELP UNDERPRIVILEGED CHILDREN IN INDIA LEARN TO READ.

1ST PLACE, SKOLL SOCIAL ENTREPRENEURS CHALLENGE
WITH $380,000 RAISED. PRATHAM SUPPORTERS MOBILIZED FRIENDS AND FAMILY ACROSS THE COUNTRY TO PARTICIPATE IN THIS CROWDFUNDING CAMPAIGN.

PRATHAM YOUNG PROFESSIONALS
YOUNG PROFESSIONALS ACROSS THE U.S. ARE SUPPORTING PRATHAM IN UNIQUE AND INNOVATIVE WAYS. FOR INSTANCE, THE HOUSTON YP CHAPTER COLLECTED FUNDS THROUGH A KARAOKE EVENT, A CHANGE4CHANGE CAMPAIGN AND ENLISTING MORE VOLUNTEERS THAN EVER BEFORE TO DIRECTLY SUPPORT THREE PRATHAM TRIBAL SCHOOLS IN MYSORE.

CONSIDER VOLUNTEERING WITH ONE OF PRATHAM USA’S ACTIVE CHAPTERS OR STARTING A NEW CHAPTER IF YOUR CITY DOESN’T HAVE ONE.
READ INDIA

MISSION: To teach basic reading and arithmetic skills

Our flagship program for rural and semi-urban children ages 6–14, Read India, operates on the premise that learning should be both accessible and engaging. Rather than asking students to memorize information, Pratham teaches through fun, hands-on enrichment activities.

Through this program, Pratham has radically rethought the traditional classroom model, grouping by ability instead of by grade level - a totally new concept in India. So far, the results are promising with an independent external evaluation demonstrating that 80% of children in grades 3 to 5 who attended Pratham learning camps can fluently read a story following the 40-day intervention.
शिलजवक 98 आंबे आहेन, आर्टीने शिलजवक 95. आंबे दिले तर शिलजवक एकूण किंसे, आंबे किती?

अनमोल
SECOND CHANCE

MISSION: To promote secondary education for economically marginalized girls and young women

Pratham’s Second Chance program helps girls ages 14 and older who are at risk of dropping out of school or who have already left formal schooling. The program helps them to complete their secondary education and obtain a diploma through intensive remedial educational coursework and mentoring.

When the young women dropouts appeared for their SSC board examinations, they showed a dramatic shift in their overall outlook and exuded confidence both in the exam and outside the classroom.

4,200 GIRLS REACHED

90% PASS RATE IN GUJARAT PROGRAM
MISSION: To offer comprehensive, vocational support services, training and job placement

Pratham Institute, through its Arora Centres for Excellence (P.A.C.E.), provides underserved young adults ages 18–30 with the opportunity to acquire the occupational training necessary to compete in India’s growing economy. The curriculum is designed with leading industry partners, ensuring that students are able to attain relevant job skills so they can secure and retain gainful employment. The Institute also offers entrepreneurial support for women towards self-employment.

The training capacity was increased to 15,000 students from 9,000 students the previous year.
ASER

MISSION: To report on children’s enrollment and basic learning levels

Measuring learning levels of 600,000 children in 2013, our 9th Annual Status Of Education Report (ASER) survey is the most comprehensive, large-scale educational measurement tool in the world. Conducted annually since 2005 by more than 30,000 volunteers working under the Pratham umbrella, ASER examines outcomes of educational expenditure in government and private schools. ASER’s objective is to help individuals and institutions to understand, communicate and act to improve the quality of education at the local, state and national levels.

ASER ideas and methodology have been replicated in Pakistan, Kenya, Tanzania, Uganda, Mali and Senegal.

THE HIGHLY INFLUENTIAL ASER SURVEY IS THE MOST COMPREHENSIVE LARGE-SCALE EDUCATIONAL MEASUREMENT TOOL IN THE WORLD.
Pratham USA

Changes In Unrestricted Net Assets  2013

REVENUES AND OTHER SUPPORT
Contributions  3,537,565
Foundation grants  606,000
Special events  4,073,079
Less: direct benefit to donors  (551,866)
Other income  1,335
Total revenues and other support  $ 7,666,113

NET ASSETS RELEASED FROM RESTRICTION
Expiration of time restrictions  3,529,003

TOTAL UNRESTRICTED REVENUES AND OTHER SUPPORT  11,195,116

EXPENDITURES
PROGRAM SUPPORT EXPENSES
General and administrative expenses  169,228
Fundraising expenses  885,591
Total expenditures  $ 10,745,537

INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS  449,579

CHANGES IN TEMPORARILY RESTRICTED NET ASSET
Contributions  8,266,440
Net assets released from restriction  (3,529,003)

INCREASE (DECREASE) IN TEMPORARILY RESTRICTED NET ASSETS  4,737,437

INCREASE (DECREASE) IN NET ASSETS  5,187,016

NET ASSETS, BEGINNING OF YEAR  5,182,980

NET ASSETS, END OF YEAR  $ 10,369,996
PRATHAM'S WORK WOULD NOT BE POSSIBLE WITHOUT THE GENEROUS SUPPORT OF ITS DONORS, BOTH INDIVIDUAL AND INSTITUTIONAL.

PRATHAM USA REVENUE BREAKDOWN

65% INDIVIDUAL CONTRIBUTIONS AND CHAPTER FUNDRAISING EVENTS

35% GRANTS FROM FOUNDATIONS AND CORPORATIONS

$ MM (% OF TOTAL). 5% MARGIN FOR ADMINISTRATIVE COSTS.

* SINCE THE ACCOUNTING PERIOD IN INDIA (APRIL - MARCH) DIFFERS FROM THE ONE ADOPTED IN THE US (JANUARY - DECEMBER), ANY REMAINING FUNDS WILL BE UTILIZED ON PROGRAMS IN THE FIRST QUARTER OF 2014.
## DONORS

### 2013 GIVING:

#### CORPORATIONS & FOUNDATIONS*

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Donor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000 &amp; ABOVE</td>
<td>The William and Flora Hewlett Foundation</td>
</tr>
<tr>
<td>$250,000 - $999,999</td>
<td>Douglas B. Marshall, Jr Foundation</td>
</tr>
<tr>
<td>$100,000 - $249,999</td>
<td>MacArthur Foundation, Skoll Foundation</td>
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#### INDIVIDUALS & FAMILY FOUNDATIONS

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Donor Name</th>
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<tbody>
<tr>
<td>$50,000 - $99,999</td>
<td>Allstate Insurance Company, General Atlantic, Goldman Sachs, Wells Fargo, Western Union Foundation</td>
</tr>
</tbody>
</table>

* Corporations & Foundations Include Employee Giving Contributions; Individuals Contributions Include Corporate Matching Funds.
DONORS

$5,000 – $9,999

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Vineeta Salvi & Amit Walia
Gool & Dinyar Wadia
Gauri & Atul Varadchacharya
Nirmala & Ashok Varadarajan

$2,500 – $4,999

Sukanya & Omkaram Nalamasu
Rani Anbarasu & Anbarasu Nachimuthu
Ranjana & Rajeev Mundhe
Mark Moraes
Gayathri Nair
Sukanya & Omkaram Nalamasu
Khalid
Ladnun, Rajasthan

13-year-old Khalid lives with his mother, a homeworker, and two siblings while his father works abroad in Iraq. Although he was in the fifth grade, Khalid was only able to read individual words.

Today, Khalid studies at a government school in Ladnun where Pratham has greatly boosted his educational progress. Khalid learns best through reasoning and asking questions so class discussions are very important in helping him to learn. The Pratham activity-based teaching methods are beneficial in giving him the ability to learn in his own way.

Pratham’s approach to teaching according to a student’s learning level instead of by grade level or age has helped Khalid. Today, after learning with Pratham, he enjoys reading books and is able to understand them. His mother is proud to see him reading and encouraging his friends and siblings as well. She is excited that he will have a brighter future thanks to Pratham!
In the Pishangan district of Rajasthan, where untouchability is commonplace, lives 18-year-old Preeti, a young woman who comes from a long line of street sweepers.

One day, Preeti encountered some Pratham volunteers who spoke to her about the prospect of completing her education. Social stigma made it harder to convince the parents, but who can deny a girl who has made up her mind.

She soon enrolled in Pratham’s Second Chance program, which provides academic support to adolescents, predominantly girls who have dropped out of school or are at risk of dropping out, so they can earn their diplomas. Even there, Preeti was ostracized – parents were infuriated that their children were sitting on the same floor as an untouchable and the other students in the class refused to even drink out of the same water pitcher. Being determined, she faced them with a smile and focused her energy on studying.

Such discrimination did not sit well with the teachers at Pratham. They made a point to include her, in class and in their daily activities. They shared jokes and food with her, hoping that their attitudes would influence the other girls.

This gave Preeti the strength to persevere. She finally feels that she belongs and that she has chance for a brighter future – a future in which even a sweeper can become a teacher.
Sheela & Sandeep Lahoti
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Hemlata Narasimhan
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Tushar Patel

Parshar Patel

Adra & Divyesh Patel

Alpa & Kashyap Patel

Minal & Bharat Patel

Mafat Patel

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Alpesh Patel

Dhaniben Patel

Prabha & Arvind Patel

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Pratibha & Raj Prasad

Krishna Prasad

Jeffrey Racher

Krishnamorthy Radhakrishnan

Shanthi & Narayan Radhakrishnan

Kartik Raghavan

Uma Raghavan

Vijay Raghavendran

Mani Rahman

Guna & Vijay Raj

David Raj

Rupa Lavanya & Sridharan Rajagopalan

Raju Rajan

**Sanghamitra**

**Chhattisgarh**

In India, like much of the developing world, societal mores bind women to their homes and family. With limited education and financial means, women, particularly in rural areas where migration is a serious issue, suffer from poverty and are wholly dependent on their male counterparts.

Such was the circumstance of young Sanghamitra and her mother, who live in a small rural village outside Chhattisgarh. Women in her family had never worked for a living. When her father passed away, their financial situation became dire. With no education or skills, neither Sanghamitra nor her mother could get a job.

With her mother’s encouragement, Sanghamitra enrolled at one of Pratham’s Beauty Training Centers. She at first but determined to learn, at Pratham, she quickly attained skills in cosmetology and business and found confidence in herself.

After completing the course in Beauty, Sanghamitra took the initiative to apply for a loan from Pratham to set up her own beauty parlor. Her application was approved and now she runs a salon out of her home, where she serves customers and provides training to other young women in her community.

“Earlier I was a student, but today I am teaching others. I earn my own money and it feels good,” said the budding entrepreneur.

Pratham’s Beauty Program aims to train women in salon services. They can choose to either work in parlors or start their own parlors with Pratham’s support. Since its inception, 70 enterprising women have started their own businesses.
“Education, especially higher education is considered very important in Nagaland. However, those who complete their graduation and post-graduation have limited options for employment within the state. In Nagaland, there are several tribes that occupy different districts in the state. Since family and tribal affiliations run deep, people are reluctant to relocate to other districts.

Many relocate to the bigger cities in India instead. Living in a bigger city comes with its own challenges and those who do often feel isolated. Some of the Pratham volunteers told me that they were lonely but that participating in the ASER Survey provided them with interim relief. In fact, many of the volunteers were helping with the survey for the second year in a row. It gave them something constructive to do while they waited for results from examinations for government jobs or while they sought other employment opportunities.

Volunteers say that the survey brings the inequality of education between the tribes to the forefront, something which is often overlooked. They believe that their experiences with Pratham will later be valuable in their careers. While the youth of Nagaland wait for things to change in their state, by participating in activities such as the ASER Survey, they are helping to keep morale high!”
Sangita & Hitesh Yognik

CORPORATE MATCHING

$1,000 & ABOVE

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AIG
American Express
Apple
ArcelorMittal
Bank of America
Barclays Global Investor
Bill & Melinda Gates Foundation
BP
Cisco Foundation
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Google
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Pratham USA is a 501(c)(3) organization. All non-event donations are fully tax deductible. Over 90% of the funds raised by Pratham USA go directly to support programs in India, so the impact of your funds is maximized.

Federal Tax ID # is 76-0620808

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donate.prathamusa.org

Donate by check to any of our mailing addresses.

Donate stock. For transfer instructions, please call or email us.

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