This annual report covers the activities of Pratham USA during the period of January 1, 2014 to December 31, 2014. However, Pratham’s program statistics reflect data from the 2014 - 2015 Indian school year.
FROM OUR EXECUTIVE CHAIRMAN

Dear Friends of Pratham,

Twenty years ago, with support from UNICEF and the Mumbai Municipal Corporation, Dr. Madhav Chavan and Farida Lambay set out to transform the education landscape in Mumbai. What started with a single preschool has evolved into a national network that has reached 40 million children and youth through a broad spectrum of learning, literacy and vocational programs in 21 Indian states.

Pratham’s success is a tribute to the philanthropic support of donors and partners whose investment has allowed Pratham to replicate its success across the country. We are honored by the trust and confidence US donors have shown in us. We are humbled to report that in 2014, for the fifth consecutive year, we earned a 4-star rating—the highest possible—from Charity Navigator for our “sound fiscal management” and “commitment to accountability and transparency.” It is with great pride that we recognize our donors in this report.

In recent years, Pratham’s contributions to driving education reforms have been internationally acknowledged, with several major awards being bestowed on the organization and its leadership—the Skoll Award for Social Entrepreneurship, the Henry R. Kravis Prize in Leadership, the WISE Prize for Education, and more recently the Banco Bilbao Vizcaya Argentaria (BBVA) Foundation’s Frontiers of Knowledge Award.

But in celebrating these remarkable achievements, it is important not to lose sight of our mission of “every child in school and learning well,” and to remember the importance literacy can have in transforming a child’s prospects for the future. A solid educational foundation can ensure that all children have an equal opportunity to succeed.

And of course, none of this would be possible without our staff and volunteers. We thank them for their extraordinary dedication and for helping Pratham make quality education a reality for millions. There is still much to be done, and with their support, we are committed to continuing this important work. We look forward to a renewed partnership towards an educated and prosperous society.

DINYAR (DINNY) DEVITRE
EXECUTIVE CHAIRMAN OF PRATHAM USA

LEADERSHIP

USA BOARD*

Dinyar Devitre, Executive Chairman
Navneet Chugh, Dinyar Devitre, Hemant Goradia
Suresh Gupta, Swatnanda Jain, Suresh Gupta
Sudesh Arora, Sunil Kumar, Narendra Mehta
Dinesh Visaria, Anil Desai, Suresh Gupta
Vijay Goradia

USA BOARD

Avnish Ahuja, Jandeep Khanna, Dinesh Visaria
Sudesh Arora, Sunil Kumar, Narendra Mehta
Navneet Chugh, Paul Pandian, Pratima Abichandani
Dinyar Devitre, Deepak Raj, Dinesh Visaria
Hemant Goradia, Arvind Sanger, Sapna Desai
Suresh Gupta, Adarsh Sarmore, Suresh Gupta
Swatnanda Jain, Fareed Zakaria, Suresh Gupta

*Vijay Goradia, Founder and Chairman Emeritus of Pratham USA

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Dr. Madhav Chavan, Vibha Rishi Paul
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Vilas Gadihari, Arvind Sanger
Vijay Goradia, Narayan Vaghul
Pratimi Jhaveri, Dr. Atul Varadhachary
Ramesh Mangaleswaran

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Swatnanda Jain, Chief Financial Officer
Bala Venkatachalum, Executive Director

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Viren Komdar, Seattle
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Ram Karuppusamy, Washington DC
Yogi Patel, Past President and Readathon Co-Chair
Dr. Atul Varadhachary, Past President
Vineeta Salvi, Readathon Co-Chair
“Mumbai needed about 4,000 Balwadis (preschools), but officials said there wasn’t enough space or trained manpower. Taking this shortage of resources into account, we began to set up preschool centers in Mumbai that identified young women in slum communities who were good with kids—we gave them a simple orientation and some play materials and asked them to find a community space where the parents would send their children for a couple of hours. The women were allowed to charge a small fee and keep the collection as their income. The Balwadis proved that, even without money, space or trained teachers, you could succeed on a large scale if you just cleared the restrictions in your mind.”

“Pradhanji, the village headman in Sultanpur, did not believe the results of the ASER village report card that had been shown to him: although almost all of the children were enrolled in school, only a very small fraction could read. Armed with a reading tool, he walked through the village. Every child he met was asked to read. By the tenth child, he sat down, put his head in his hands and said, “yeh to mere izzat ka sawal hai (this is a question of my honor). How can this be the situation with children in my village and I not know about it?” ASER’s simple but effective approach to measurement had revealed what was invisible in plain sight.”

“In 1990, while giving a speech at UNICEF on the vulnerability of girls, especially those living on the streets, I was interrupted by a brash young man: “Will working with a few girls change the country?” At first I was taken aback. Then my deep-rooted conviction became clear: investing in children is investing in the country. I felt inspired. That young man turned out to be Madhav Chavan. I went from doing a small-scale education study of families in Mumbai—important work though it was—to talking with him about giving an education to every child in India. Some people thought we were mad. We took this as a compliment and went to scale. The rest is history: from Mumbai to the country—and now the world.”
Asia Game Changer Award for transforming ideas into actions and improving lives in Asia

BBVA Award in the Development Cooperation Category for giving the gift of literacy to tens of millions of disadvantaged children

Selected by USIBC as one of its two charities of choice for demonstrating extraordinary vision and leadership

For the fifth consecutive year, Pratham USA earned a 4-star rating—the highest possible—from Charity Navigator for “sound fiscal management” and “commitment to accountability and transparency.”

RECOGNITION 2014

CHARITY NAVIGATOR
287 million people in India cannot read or write, of which an estimated 100 million are children. We believe that given the right support, every child can learn. We partner with schools, local communities and governments to improve the quality of education so that children across India are afforded the opportunity to learn and fulfill their potential.
Twenty years ago, Pratham innovated Balwadis (preschools) in the slums of Mumbai. Today, we have reached more than 40 million children and are building a foundation to re-imagine learning through the use of mobile and digital technologies.

Our goal, first and foremost, is to ensure children are learning. By improving the quality of education provided to underprivileged children at the primary and middle school levels, we improve their chances for success in the future.

In our signature Read India program, we group children by ability rather than grade level and combine academic instruction with fun, hands-on activities. This drastically improves learning. Independent evaluation shows that after only 30 to 40 days of instruction in a Pratham learning camp, 80% of children become readers and are able to confidently do basic arithmetic.
We promote access to secondary education for adolescent dropouts, primarily girls, through an alternative education model that helps students obtain their diploma and improves their prospects for higher education and employment.

Established in 2011, our fifteen-month program affords dropouts a safe and supportive learning environment so they can return to the classroom and prepare for their Secondary School Examination.

This model is increasing graduation rates and making an impact in the lives of the students—last year, the national pass percentage for Pratham students was 84% as compared to 72% in 2013—while in turn also having a positive effect on the community as a whole.

**4,600 DROPOUTS RE-ENGAGED IN LEARNING THROUGH OPEN SCHOOLS PROGRAM**

**A SECOND CHANCE TO PUT HER EDUCATION FIRST**
Since 2005, we have built pathways to careers and economic self-sufficiency for thousands of disenfranchised youth. Pratham vocational programs emphasize practical training over classroom instruction; they also impart basic life and soft skills, better preparing students to enter the workforce. In addition to technical training and job placement services, Pratham also offers entrepreneurial support towards self-employment. Strategic partnerships with businesses ensure that our programs meet and align with industry needs training. Our graduates earn 1,000-2,000 rupees more monthly than their counterparts. Since 2012, enrollment has doubled annually and we expect to reach more than 25,000 youth in 2015-16.

PROGRAMS: AUTOMOTIVE • BEAUTY BEDSIDE ASSISTANCE • CONSTRUCTION ELECTRICAL • HOSPITALITY • TAILORING
MAKING AN IMPACT THROUGH MEASUREMENT

Through the Annual Status of Education Report (ASER), Pratham has mobilized thousands of volunteers annually to measure the basic literacy and numeracy skills of 600,000 children in rural districts of India. The largest household education survey in the world, ASER not only measures children’s learning and enrollment, it also puts the overall quality of education into perspective: nearly half of all Indian fifth graders are unable to read a second grade text.

After a decade of testing and reporting, ASER continues to provide invaluable data to school and government officials, informing domestic policy and budgetary outlays. And its influence goes beyond India’s borders: education entities across the globe—Kenya, Tanzania, Uganda, Pakistan, Mali, Senegal and Mexico—are implementing ASER methodology to confront their own education crises.

600,000 CHILDREN

ASSESSED IN READING AND MATH THROUGH ASER

photo by: Dana Schmidt
Pratham is founded by Dr. Madhav Chavan and Farida Lambay with launch of Balwadis (preschools) in Mumbai.

Remedial learning programs for out-of-school and in-school children are launched.

Computer-assisted learning program starts in partnership with Mumbai schools.

CELEBRATING 20 YEARS OF INNOVATION, EDUCATION AND OPPORTUNITY
1998-2000
Pratham scales up—rapid expansion to other cities including Bangalore, Delhi, Lucknow, Jaipur, Pune, Ahmedabad and Patna. Pratham USA is founded in Houston and New York City.

2002
Pratham starts work in rural India with the innovative Learn-to-Read program.

2005
First ASER survey is conducted, eventually reaching every rural district in the country. Pratham becomes a national organization.

2005
Pratham Council for Vulnerable Children leads a coalition of government and NGOs to eliminate child labor in Mumbai’s Zari industry, freeing over 17,000 children. This model will be used in other states in subsequent years.

2005-2006
Vocational training classes are piloted in partnership with Larsen & Toubro.

2007-2009
Read India campaign is launched. In partnership with state governments, Pratham reaches nearly 33 million children.
2008
Pratham establishes the ASER Centre to generate Evidence for Action.

2009
Pratham goes global with adoption of ASER tool in Pakistan and Kenya. Other countries, including Bangladesh, Ghana, Tanzania, Mali, Senegal and Mexico, follow suit.

2010-2012

2011
Pratham launches Second Chance program to lend support to girls and women, enabling them to complete their secondary schooling.

2012
Pratham pilots a successful teaching-learning model in two rural districts of Bihar, which eventually forms the basis for state-wide partnerships in Bihar and 5 other Indian states.

2015
Pratham announces leadership transition—Dr. Rukmini takes the reins as Pratham CEO from Dr. Madhav Chavan.
In big and small ways, Pratham volunteers are advancing Pratham’s mission of “Every Child in School and Learning Well.” Comprised of 14 chapters, Pratham USA is a volunteer-driven association of individuals committed to bringing about lasting change in India through education reform.

Chapters host a range of events, including an annual fundraising Gala, as well as awareness-building campaigns throughout the year. Highlights from 2014 include:

- NY Tri-state raised a record-breaking $2 million at its annual gala, where Washington Post journalist and CNN host Fareed Zakaria delivered the night’s keynote address.
- Pratham SF Bay Area and the PANIIT Alumni Association hosted a first-of-its-kind round table on how technology can be leveraged to enhance primary education in India.
- Chicago teen Anya Agarwal made an inspiring video, Pratham Means First, in an effort to raise awareness about illiteracy in India and Pratham’s groundbreaking work.
- 200 children in 11 cities read books, collectively raising $85,000, to help underprivileged children access quality education.
- #WHYPRATHAM, a social media campaign encouraging Gala goers to share messages about their personal connection to the organization, galvanized supporters on Facebook and Twitter.
- Through a series of networking events and karaoke nights, Houston’s Young Professionals channeled their enthusiasm and energy into support for ten tribal schools and library programs in Mysore, India.
PRATHAM USA STATEMENT OF ACTIVITIES
For the year ending December 31, 2014

Changes in Unrestricted Net Assets

<table>
<thead>
<tr>
<th>2014</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>REVENUES AND OTHER SUPPORT</td>
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<tr>
<td>Contributions</td>
<td>4,333,522</td>
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<td>Foundation grants</td>
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<tr>
<td>Special events</td>
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<tr>
<td>Less: direct benefit to donors</td>
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<td>Other income</td>
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<td>Total revenues and other support</td>
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<tr>
<td>NET ASSETS RELEASED FROM RESTRICTION</td>
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<tr>
<td>Expiration of time restrictions</td>
<td>2,280,740</td>
</tr>
<tr>
<td>TOTAL UNRESTRICTED REVENUES AND OTHER SUPPORT</td>
<td>11,084,003</td>
</tr>
<tr>
<td>EXPENDITURES</td>
<td></td>
</tr>
<tr>
<td>Program support expenses</td>
<td>10,842,552</td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td>407,448</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>1,222,603</td>
</tr>
<tr>
<td>Total expenditures</td>
<td>$ 12,472,663</td>
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<tr>
<td>INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS</td>
<td>(1,388,690)</td>
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Changes in Temporarily Restricted Net Assets

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<tbody>
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<td>Contributions</td>
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<tr>
<td>Foundation grants</td>
<td>274,000</td>
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<td>Special events</td>
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<td>Net assets released from restriction</td>
<td>(2,280,740)</td>
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<tr>
<td>TOTAL UNRESTRICTED NET ASSETS</td>
<td>2,816,622</td>
</tr>
<tr>
<td>EXPENDITURES</td>
<td></td>
</tr>
<tr>
<td>Program support expenses</td>
<td>10,842,552</td>
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<tr>
<td>General and administrative expenses</td>
<td>407,448</td>
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<tr>
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</tr>
<tr>
<td>Total expenditures</td>
<td>$ 12,472,663</td>
</tr>
<tr>
<td>INCREASE (DECREASE) IN TEMPORARILY RESTRICTED NET ASSETS</td>
<td>(1,388,690)</td>
</tr>
</tbody>
</table>

INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td>NET ASSETS, BEGINNING OF YEAR</td>
<td>10,569,956</td>
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<tr>
<td>INCREASE (DECREASE) IN NET ASSETS</td>
<td>12,265,739</td>
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<td>NET ASSETS, END OF YEAR</td>
<td>$ 11,595,735</td>
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</table>

PRATHAM USA
REVENUE BREAKDOWN

<table>
<thead>
<tr>
<th>73%</th>
<th>INDIVIDUAL CONTRIBUTIONS AND CHAPTER FUNDRAISING EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td>GRANTS FROM FOUNDATIONS AND CORPORATE CONTRIBUTIONS</td>
</tr>
</tbody>
</table>

PRATHAM USA REVENUE $276 million

<table>
<thead>
<tr>
<th>USA INDIVIDUALS AND FAMILY FOUNDATIONS</th>
<th>37%</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIA CORPORATIONS</td>
<td>27%</td>
</tr>
<tr>
<td>INDIA AND INTERNATIONAL FOUNDATIONS</td>
<td>22%</td>
</tr>
<tr>
<td>USA FOUNDATIONS AND CORPORATIONS</td>
<td>16%</td>
</tr>
<tr>
<td>INDIA INDIVIDUALS AND OTHER</td>
<td>5%</td>
</tr>
<tr>
<td>INTERNATIONAL (NON U.S.)</td>
<td>1%</td>
</tr>
</tbody>
</table>

PRATHAM USA EXPENDITURES $23.6 million

<table>
<thead>
<tr>
<th>LITERACY AND LEARNING</th>
<th>54%</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOCATIONAL</td>
<td>21%</td>
</tr>
<tr>
<td>ADMINISTRATION</td>
<td>11%</td>
</tr>
<tr>
<td>SECOND CHANCE</td>
<td>5%</td>
</tr>
<tr>
<td>CHILD RESCUE</td>
<td>3%</td>
</tr>
<tr>
<td>LIGHTER PORTIONS REPRESENT FUNDS FROM PRATHAM USA</td>
<td></td>
</tr>
</tbody>
</table>

ABOUT 90% OF THE FUNDS RAISED BY PRATHAM USA GO DIRECTLY TO SUPPORT PROGRAMS IN INDIA

Since the accounting period in India (April - March) differs from the one adopted in the US (January - December), there may be funds that are not utilized in the calendar year. Any remaining funds will be utilized on programs in the first quarter of 2015.
We are humbled to have the support of the following organizations and individuals who have donated generously to ensure the continued success of our mission.

<table>
<thead>
<tr>
<th>Level</th>
<th>Name of Donor</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000 - $2,499,999</td>
<td>Skoll Foundation, Shilpa &amp; Arvind Sanger Family Foundation, Douglas B Marshall, Jr</td>
<td>$1,000,000 - $2,499,999</td>
</tr>
<tr>
<td>$2,500,000 &amp; ABOVE</td>
<td>The William and Flora Hewlett Foundation</td>
<td>$2,500,000 &amp; ABOVE</td>
</tr>
<tr>
<td>$2,000,000 - $2,499,999</td>
<td>The Sudesh and Chitra Arora Google Foundation, GE Foundation</td>
<td>$2,000,000 - $2,499,999</td>
</tr>
<tr>
<td>$1,500,000 - $1,999,999</td>
<td>Artha Capital</td>
<td>$1,500,000 - $1,999,999</td>
</tr>
<tr>
<td>$1,000,000 - $1,499,999</td>
<td>$1,000,000 - $1,499,999</td>
<td></td>
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<tr>
<td>$500,000 - $999,999</td>
<td>Charitable Foundation, Michael &amp; Susan Dell Foundation, Amgen, GE Foundation, Goldman Sachs, Deloitte, $500,000 - $999,999</td>
<td></td>
</tr>
<tr>
<td>$250,000 - $499,999</td>
<td>$250,000 - $499,999</td>
<td></td>
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<tr>
<td>$125,000 - $249,999</td>
<td>$125,000 - $249,999</td>
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<tr>
<td>$100,000 - $124,999</td>
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<td>$50,000 - $74,999</td>
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<td>$10,000 - $24,999</td>
<td>$10,000 - $24,999</td>
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<tr>
<td>$5,000 - $9,999</td>
<td>$5,000 - $9,999</td>
<td></td>
</tr>
</tbody>
</table>

We recognize and thank every donor to Pratham USA. However, donors contributing amounts less than $1,000 are not listed due to space constraints.
First Encounter

Pratham USA Founder and Chairman Emensh Vija Goradia reflects on his first encounter with Pratham

About fifteen years ago, I was on a business trip to India and I was persuaded to take a couple of hours off and go into a slum not too far from my office in Mumbai. What I saw was really amazing. I about saw twenty kids sitting on the floor of a little shanty joyfully learning to read. I thought it was staged and asked to see another. Madhav took me to another little school—which was really not a school, just someone’s little one-room home where the kids sat on the floor and learned and read and write. These were the first steps in Pratham’s journey and it was exhilarating and heart-warming.

When I saw what Pratham was doing, I realized that this was something that could be scaled and replicated in any part of India and beyond. I agreed to not only commit some money but also to start Pratham USA to raise money for them through our friends and family.

Pratham means “first” and the name encapsulates how the organization broke the mold and was the first to start a revolutionary methodology of imparting education.

I was stumped and was the first to start a revolutionary methodology of imparting education.

FIRST ENCOUNTER
"I want to be a scientist, the one who studies stars," said 10-year-old Shivam, his eyes sparkling with the hope of pursuing his dreams. But the moment his eyes dimmed. "Acha nahi hai school." He didn’t like school. The teachers never checked homework or gave feedback. "Acha nahi hai pegam. The moment I have to go to school, I don’t feel like going. This school is just a burden. It’s not like the village school, no one interested in school. The teachers never checked homework or gave feedback. It seemed he had no incentive to go. It was beautiful to hear his mother say, "I am a mother and for me my child’s education is the first priority. I can’t help him read or write. I can’t help Shivam in his studies. "Tears rolled down her cheeks. "I don’t expect him to be enough to be able to take care of myself and someday his own family."

As Shivam returned with my water, she wiped tears from her eyes. I drank and cried at the same time. "Every day I only wish for one thing: that Shivam should get opportunities I missed out on. I don’t expect him to be a billionaire, but I want him to be good enough to be able to take care of himself and someday his own family."
George Lakda is an Adivasi youth from the village of Pushnar in the Bijapur district in Chattisgarh, which has the second lowest literacy rate in the country. Through his teenage years, George hauled construction sacks to support his family and pay for his education. He desired a better life. After graduating from 12th grade, he didn’t want to continue working as a laborer. He got his first job.

So he enrolled in a three-month hotel training course at Taj Palace Hotel, a Centre for Education. Beneath his quiet demeanor, a determined student began to emerge. In his coursework, which trained him in baking, food and beverage preparation and housekeeping, George then assisted him in his search for employment. An interview at the five-star Orchid Hotel in Pune was arranged, where he now earns 6,000 rupees a month.

Through hard work, perseverance and PACE’s help, George can proudly support his family. He received more than the necessary rate in the country. Through his teenage years, George hauled construction sacks to support his family and pay for his education. He desired a better life. After graduating from 12th grade, he didn’t want to continue working as a laborer. He got his first job. His FIRST JOB

George Lakda is an Adivasi youth from the village of Pushnar in the Bijapur district in Chattisgarh, which has the second lowest literacy rate in the country. Through his teenage years, George hauled construction sacks to support his family and pay for his education. He desired a better life.

After graduating from 12th grade, he didn’t want to continue working as a laborer. He got his first job.
Nineteen-year-old Tabassum’s father passed away when she was very young. With him went the hope that she would have a good future. She had to move to a boarding school and attend class from noon to 4. Once back home she would complete the household chores and study until 1 in the morning.

Then she heard about Pratham. She wondered if she would be able to study further, she is grateful to have had this second chance to manage studying, work and household responsibilities. A teacher at Pratham assured her it was possible and suggested she take the first step and attend class from noon to 4. Although she isn’t sure she’ll be able to study further, she is grateful to have had this second chance to complete her education. “What I have learnt about life as a part of this opportunity is more important than marks and it will stay with me forever.”

She is grateful to have had this second chance.
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their support and investment in Pratham. We extend our thanks to the following institutions for their support and investment in Pratham.

IN KIND DONATIONS
Geosphere Capital
The Office of Birla Italia
M year
MAKE A GIFT TO PRATHAM USA
Donate by credit card online at: donate.prathamusa.org.
Donate by check to any of our mailing addresses.
Donate stock. For transfer instructions, please call or email us.

WAYS TO GIVE
Online or by check
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Gifts of property
Planned giving and bequests

FOR MORE INFORMATION
www.prathamusa.org
Phone: 1 (866) PRATHAM
Fax: 1 (713) 583-6779
email: info@prathamusa.org

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New York, NY 10005

WEST COAST OFFICE
c/o The Chugh Firm
4800 Great American Parkway
Suite 310
Santa Clara, CA 95054

Pratham USA is a 501(c)(3) non-profit organization and all donations are tax-deductible to the full extent allowable by law. Federal Tax ID # is 76-0620808