

# WHO WE ARE & WHAT WE DO

Pratham works with the belief that every child should be in school and learning well. With 27 years' experience of working in India and more recently other parts of Asia, Africa and Latin America, Pratham changes the lives of over 5 million children and young people every year.

We have operations in 23 cities, 21 states, and two union territories as well as strategic implementation partnerships in 23 countries around the world. We work in partnership with communities, parents, schools, local governments and local organizations providing them with the tools they need to give their children the best possible start in life. From early years right through to adulthood.

- + Transforming individuals
- + Transforming communities
- + Transforming systems

Pratham has been widely recognized for its innovation and impact through various awards including The Kravis Prize in Leadership, the WISE Education Prize, and most recently, the 2021 Yidan Prize for Education Development awarded to Dr. Rukmini Banerji, CEO of Pratham.

## What we do

**CHILDREN AND LEARNING** engage children ages 3-14 in order to improve their basic reading, writing, and math skills.

**YOUTH AND TRAINING** promotes economic selfsufficiency for young adults through training and job placement.

**GIRLS' AND WOMEN PROGRAM** assists female dropouts over the age of 14 in completing their secondary school education and earning their 10th Standard diploma.

Technology, measurement and research cut across all Pratham programs.

# Our impact

#### 125,000 YOUTH

equipped with relevant job skills since 2005 **36,000 GIRLS** 

given a second chance to earn their secondary school diplomas since 2011

### 20+ COUNTRIES

adopted Pratham's assessment or TaRL (Teaching at the Right Level) models



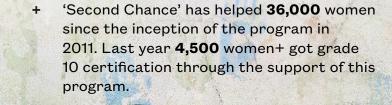
# WHY SUPPORT PRATHAM NOW?

Today we are at a critical juncture. We need to make up for the learning loss among children as a result of the pandemic. Together we can help secure the future of these children.

For this reason, Pratham's work and your support continues to be as critical as ever.

#### From April 2021 - March 2022 Pratham has:

- + Reached **500,000**+ children across **20,000** communities through direct engagement
- Reached over 3.5 million children in partnership with the Indian government across 17+ states
- + Equipped **180,000+** mothers with tools to support child's learning & development beyond classroom
- + We have **140** skilling/vocational training centers across 18 states in India i including Delhi.
- + Given **50,000**+ young people employable skills with an 85% placement rate





# **PRATHAM NYC GALA 2023**

The Pratham NYC Gala continues to be one of the premier events on the New York social scene. Attendees include civic-minded leaders from the business community as well as influential philanthropists, all with a personal commitment to improving access to quality education in India.

## **2023 KEYNOTE SPEAKER**



Indra Nooyi Former Chairman & CEO, PepsiCo

## CONCERT BY



Salim Sulaiman World renowned music composers & performers



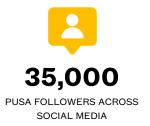
www.prathamusa.org | nytristate@prathamusa.org

# **PRATHAM NYC GALA HIGHLIGHTS**

PEOPLE ATTENDED PRATHAM USA GALAS OVER 2022



VISITORS TO PRATHAM USA'S WEBSITE ANNUALLY



In 2022, the event drew over 600 guests and raised over \$6 million enough to support 300,000 children through Pratham's programs!

In the past, special guests have included Trevor Noah, Fareed Zakaria, Kamala Harris, Chelsea Clinton and AR Rahman.



Watch highlights from the Pratham NYC Gala 2022









Previous sponsors include:



J.P.Morgan









# ABOUT PRATHAM USA

Pratham USA is a 501(c)(3) charity with chapters across the United States. We raise awareness and mobilize the financial resources that make our work on the ground in India possible. Pratham USA ranks among the top 2% of all American charities, consistently earning the highest four-star rating from Charity Navigator.

# Leadership

## **Dhiren Shethia** Chairman.

Pratham USA

## Dr. Rukmini Banerji

CEO, Pratham Education Foundation

### Manisha Bharti

CEO & Global Executive, Pratham USA

# Pratham New York Tri-State

### **PRESIDENT**

Rahul Mahajan

#### **EXECUTIVE BOARD**

Paras Bhayani Meera Bhutta Swapna Chandak Alpesh Chokshi Rohit Chopra Sheru Chowdhry Dinny Devitre Vik Hebatpuria

Sheila Hooda Prashant (PJ) Juvekar

Aman Kapadia

Rohit Kapoor

Raman Kapur

Atul Khanna

Sameer Maru Kavita Mahtani

Manjula Menon

Anjna Motwani

Shilpa Mullan

Jignesh Patel

Deepak Raj Brian Rebello

Shilpa Sanger

Anand Sanwal

Gagan Singh Manoj Singh



# SPONSORSHIP LEVELS

# **Principal \$250,000**

**Impact:** Support Pratham's work in 5 districts in a state of your choosing to enable foundational skills for 15000 children.

**Guardian \$100,000** 

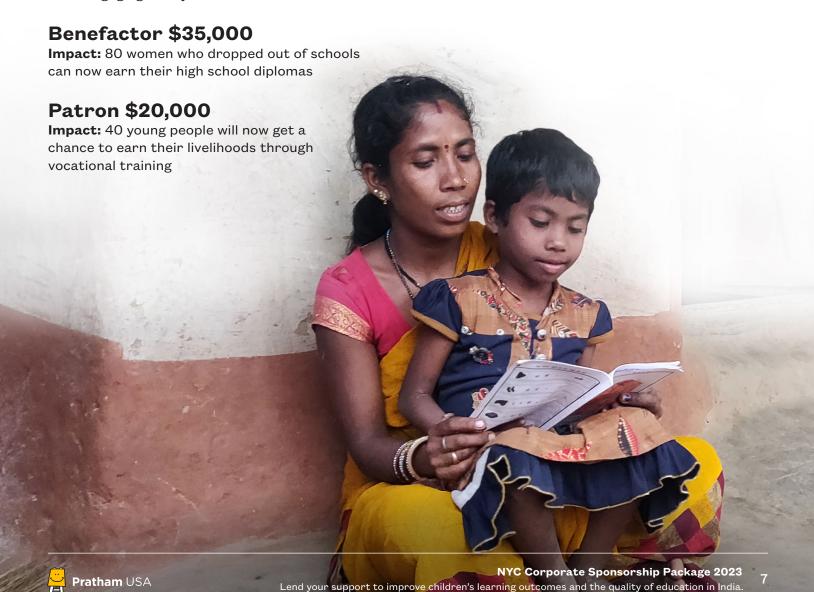
**Impact:** Support 50 villages across India through Hamara Gaon (Pratham's direct community engagement program)

**Champion \$50,000** 

**Impact:** Help build foundational skills for 2,500 children while engaging all key stakeholders around them

For more information, to make an early reservation, or to become a sponsor, please contact Christina Sanko at <a href="mailto:csanko@prathamusa.org">csanko@prathamusa.org</a>

www.prathamusa.org | nytristate@prathamusa.org



# **CORPORATE BENEFITS**

		Principal	Guardian	Champion	Benefactor	Patron
		\$250K	\$100K	\$50K	\$35K	\$20K
nt		Exclusive				
Pre-event	Company name listing on event registration page	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>\</b>	<b>✓</b>
VIP	Company branding opportunity at exclusive VIP	<b>✓</b>				
Cocktail Reception	Tickets to VIP event	8	4	2	2	
	Company name/logo recognition opportunity at Reception	<b>✓</b>				
Main	Verbal company recognition during program	<b>✓</b>	<b>~</b>			
	Seating at Gala	2 VIP tables of 10 each	2 Premium tables of 10 each	1 Priority table of 10 each	1 Preferred table of 10 each	1 table of 10
	Logo included on printed sponsor recognition posters	<b>✓</b>	<b>✓</b>	<b>✓</b>		
	Company logo included on step and repeat background	<b>✓</b>				
	Branded company signage at the table	<b>✓</b>	<b>✓</b>	<b>\</b>	<b>~</b>	<b>~</b>
	Company Logo displayed on digital screen(s) during event	1 slide	1 slide	1/2 slide	included on donor slide	included on donor slide
Post	Company mention in the post-event thank you email sent to all attendees		<b>✓</b>			
	Company mention in the post-event press release	<b>✓</b>	<b>~</b>	<b>✓</b>		
	Company mention in post-event social media (link provided in advance)	<b>✓</b>	<b>√</b>			
	Mention in annual report (Based on annual report guidelines)	<b>✓</b>	<b>✓</b>	<b>~</b>	<b>~</b>	<b>✓</b>
Pratham Engagement Opportunities	Opportunity to coordinate employed engagement program visit in India	· _/	<b>~</b>			
	Opportunity to host Pratham 'Lunch & Learn' at offices / virtually	<b>✓</b>	<b>~</b>	<b>✓</b>	<b>✓</b>	

Limited to Principal and Guardian level sponsors: Pratham team will work with you to craft a specific profile opportunity at the event (subject to guidelines). All logos must be provided with two weeks of sponsorship agreement.



# **PRATHAM NYC GALA 2023**

Friday, September 29, 2023 Cipriani Wall Street, 55 Wall Street New York NY 10005

Please fill in this form to secure your commitment and/or table.

Please email any queries or the completed form to Christina Sanko at <a href="mailto:csanko@prathamusa.org">csanko@prathamusa.org</a>

Please see below for the address to send donations via check.

Sponsor Details									
Name									
Title	Company (if applicable)								
Address									
City	State		. Zip _						
Email		Phone							
I would like to support at the following sponsorship level									
O Principal O Guardian \$250,000 \$100,000	Champio \$50,000	n O	Benefactor \$35,000	O Patro \$20,0					
My company will match my donation									
Company name									
I am unable to attend, enclosed is my donation of \$									
I will donate online at prathamu	sa.org								
O Please invoice me for \$									
<ul> <li>My check payable to Pratham USA is enclosed. Mail the completed form and check to: Pratham USA, 9703 Richmond Avenue, Suite 102, Houston, TX 77042</li> </ul>									
O Please charge my credit card.	O VISA	O Master	rcard O	AMEX	O Discover				
Credit card no.									
Exp. Date									