



Pratham USA

# BECOME A GALA CONTRIBUTOR

**Pratham NYC Gala 2023**

Friday, September 29, 2023

Cipriani Wall Street  
55 Wall Street  
New York NY 10005

# 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.

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## 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 self-sufficiency 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.**

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## 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 including Delhi.
- + Given **50,000+** young people employable skills with an 85% placement rate
- + 'Second Chance' has helped **36,000** women since the inception of the program in 2011. Last year **4,500** women+ got grade 10 certification through the support of this program.



# 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



# PRATHAM NYC GALA HIGHLIGHTS



**3000+**

PEOPLE ATTENDED  
PRATHAM USA GALAS OVER 2022

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



**71,000**

VISITORS TO PRATHAM USA'S  
WEBSITE ANNUALLY

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

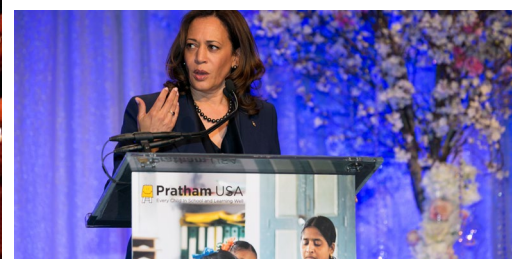


**35,000**

PUSA FOLLOWERS ACROSS  
SOCIAL MEDIA



[Watch highlights from the Pratham NYC Gala 2022](#)



# 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

# CONTRIBUTOR LEVELS

## Guardian \$100,000

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

For more information, to make an early reservation, or to become a contributor, please contact Christina Sanko at [csanko@prathamusa.org](mailto:csanko@prathamusa.org)

## Champion \$50,000

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

## Benefactor \$35,000

**Impact:** 80 women who dropped out of schools can now earn their high school diplomas

## Patron \$20,000

**Impact:** 40 young people will now get a chance to earn their livelihoods through vocational training



# CONTRIBUTION BENEFITS

Pratham USA is honored to provide the following benefits

	Guardian	Champion	Benefactor	Patron
	\$100K	\$50K	\$35K	\$20K
<b>Pre-event</b> Name listing on event registration page	✓	✓	✓	✓
<b>VIP event</b> Name listing included on personalized email invites	✓	✓	✓	✓
Tickets to VIP event	4	2	2	
<b>Main event</b> Verbal name recognition during Program	✓			
Name in Gala program	✓	✓	✓	✓
Name on table signage	✓	✓	✓	✓
Seating at Gala	2 tables of 10 each, VIP seating	1 table of 10 each, Premium seating	1 table of 10 each, Priority seating	1 table of 10 each, Preferred seating
Name on digital screen(s) at event	✓	✓	✓	✓
<b>Post Event</b> Name mention in post-event social media (Family foundation only)	✓	✓		
Name mention in the annual report	✓	✓	✓	✓

All logos must be provided with two weeks of sponsorship agreement. Name listing: Either family name or Family Foundation name



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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 [csanko@prathamusa.org](mailto:csanko@prathamusa.org)

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

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## Sponsor Details

Name \_\_\_\_\_

Title \_\_\_\_\_ Company (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

I would like to support at the following sponsorship level

- Guardian \$100,000     Champion \$50,000     Benefactor \$35,000     Patron \$20,000

My company will match my donation     Yes     No

Company name \_\_\_\_\_

I am unable to attend, enclosed is my donation of \$ \_\_\_\_\_

I will donate online at [prathamusa.org](http://prathamusa.org)

Please invoice me for \$ \_\_\_\_\_

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

Please charge my credit card.     VISA     Mastercard     AMEX     Discover

Credit card no. \_\_\_\_\_

Exp. Date \_\_\_\_\_