



SF BAY AREA CHAPTER
Pratham USA

BECOME A SPONSOR

GALA

PRATHAM

**PRATHAM SAN FRANCISCO
BAY AREA GALA**

Saturday, May 18, 2024

Palo Alto Hills Golf &
Country Club
3000 Alexis Dr,
Palo Alto, CA 94304



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 beyond**, there are now 20+ countries across Asia, Africa and Latin America that are seeking our help to adapt Pratham programs locally. Pratham **changes the lives** of 5 million children and young people across India annually.

We have operations in 23 cities, 21 states, and two union territories. We work in partnership with communities, parents, schools, and local governments 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 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.

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

5.6 M CHILDREN

children in partnership reached with the Indian government across 14 states in 2022-23

20+ COUNTRIES

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

Give with confidence

For twelve consecutive years, Charity Navigator has awarded Pratham USA a four-star rating for our "sound fiscal management" and "commitment to accountability and transparency".



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 and youth.

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

From April 2022 - March 2023 academic year, Pratham:

- + Reached **580,000+** children across **20,000** communities through direct engagement
- + Equipped **218,000+** mothers with tools to support child's learning & development beyond classroom
- + Ran **140** skilling/vocational training centers across 18 states in India including Delhi.
- + Gave **50,000+** young people employable skills with an 85% placement rate among those receiving formal certification.
- + 'Second Chance' has helped **39,700** women since the inception of the program in 2011. Last year **3,700+** women got grade 10 certification through the support of this program.



PRATHAM SAN FRANCISCO BAY AREA GALA 2024

The Pratham San Francisco Gala continues to be one of the premier events on the bay area 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.



PRATHAM SAN FRANCISCO BAY AREA GALA HIGHLIGHTS

In 2023, the event drew 250 guests and raised enough to support over 15,000 children through Pratham's learning programs. In the past, special guests have included: Aparna Bawa (COO of Zoom), Sundar Pichai (CEO of Google), and Kamala Harris (current United States Vice President, former Senator for California).



3500+

PEOPLE ATTENDED
PRATHAM USA GALAS OVER 2023



71,000

VISITORS TO PRATHAM USA'S
WEBSITE ANNUALLY



35,000

PUSA FOLLOWERS ACROSS
SOCIAL MEDIA



Previous sponsors include:



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 consistently earns the highest four-star rating from Charity Navigator.



Pratham San Francisco Bay Area Chapter

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Badhwar
Suja Viswesan
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Sahaja Sarathy and
Sathyam Mandra
Candy and Puneet Sarna
Shara Senior and
Swapnil Deopurkar
Anupama Shekhar and
Daniel Gross
Niraj and Umesh Singh
Smita and Shashidhar
Thakur
Archana and Uresh
Vahalia
Ruta and Vijay Wakharkar
Jyothi Das and Jai Das
Seema Iyer
Tresa Johnson and
Ashish Agarwal
Shalini GovilPai and
Raj Pai
Binitha Surendran and
Sajosh Janarthanam
Surbhi and Deepak Jindal

Pratham USA Leadership

Dhiren Shethia

Chairman, Pratham USA

Manisha Bharti

CEO & Global Executive, Pratham USA

Dr. Rukmini Banerji

CEO, Pratham Education Foundation

SPONSORSHIP LEVELS

Guardian \$100,000

Impact: Help build foundational learning skills for 5000 children while engaging all stakeholders around them - including parents, teachers and volunteers.

Champion \$75,000

Impact: Support delivery of Hamara Gaon - Pratham's community learning initiative - in 25 communities. This will engage 3000 children and 250+ mothers.

Benefactor \$50,000

Impact: 1 Skilling Training Center will be funded for a full year. This includes training and job placements for 200 youth. In addition, skilling awareness activities will be delivered across 200 villages - reaching another 20,000 youth and adolescents.

Patron \$25,000

Impact: Facilitate upward mobility of 500 workers from the informal economy. This includes access to social entitlement schemes, upskilling courses, financial literacy courses and access to better paying employment opportunities.

Ambassador \$10,000

Impact: Help build foundational learning skills for 500 children - while engaging all key stakeholders around them

Advocate \$5,000

Impact: Equip 15 girls and women - previously forced to drop out of school - to gain a 'second chance' at earning their high school diploma. These girls and women will be able to restart their learning journeys, support their livelihoods and rewrite their future.

For more information, to make an early reservation, or to become a sponsor, please contact Poonam Kumar, pkumar@prathamusa.org



SPONSOR BENEFITS

		Guardian \$100k	Champion \$75k	Benefactor \$50k	Patron \$25k	Ambassador \$10k	Advocate \$5k
GALA							
Pre Event	Company Name Listing on Event Registration Page	✓	✓	✓	✓	✓	✓
	Recognition announcement in pre-gala promotional email	✓	✓	✓			
	Verbal Company Recognition during Program	✓	✓	✓	✓	✓	
	Logo on Sponsor Poster	✓	✓	✓	✓	✓	
	Company Logo displayed on digital screen(s) during event	1 slide	1 slide	1 slide	included on corporate sponsor slide(s)		
Post Event	Company mention in the post-event Thank you email	✓	✓	✓	✓	✓	
	Company mention in Post-event Social media	✓	✓	✓	✓		
OTHER							
	Invitation to Exec meeting with CEO/Board Chair	✓	✓				
	Logo recognition on chapter page of Pratham USA website	✓	✓	✓			
	Opportunity to host Pratham 'Lunch & Learn' at offices or virtually	✓	✓	✓	✓		
	Opportunity to coordinate Pratham program visit in India	✓	✓	✓	✓	✓	✓

For additional gala evening specific opportunities, please contact Poonam Kumar (pkumar@prathamusa.org) to discuss.

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

Please email any queries or the completed form to Poonam Kumar, pkumar@prathamusa.org

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

- Guardian \$100,000 Champion \$75,000 Benefactor \$50,000 Patron \$25,000 Ambassador \$10,000 Advocate \$5,000

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

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 _____