



Pratham USA



BECOME A GALA CONTRIBUTOR

Pratham Seattle Gala
Saturday, September 28, 2024

The Westin Bellevue
600 Bellevue Way NE
Bellevue, WA 98004

WHO WE ARE & WHAT WE DO

Pratham works with the belief that every child should be in school and learning well. With almost 30 years' 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.





**‘SECOND
CHANCE’
HAS HELPED
36,000
WOMEN
SINCE THE
INCEPTION
OF THE
PROGRAM
IN 2011.**

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



20+ COUNTRIES

adopted Pratham’s assessment or TaRL (Teaching at the Right Level) model

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 2022 to March 2023 Pratham has:



Reached 580,000 children across approximately 20,000+ communities through



Ran 140 skilling/ training centers across 18 states in India including Delhi.



Reached over 5.6 million children in partnership with the Indian government across 14



Gave 50,000+ young people employable skills with an 85% placement rate among those receiving formal certification.



Equipped more than 218,000+ mothers with tools to support child's learning and development beyond classroom



'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 SEATTLE GALA 2024

The Pratham Seattle gala continues to be one of the premier events of the 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.

2024 Keynote Speaker

Dr. Rukmini Banerji

CEO of Pratham Education Foundation.



PRATHAM SEATTLE GALA HIGHLIGHTS

In 2023, the event drew over 280 guests and raised enough to support 300,000 children through Pratham's programs!

Past Keynote Speakers include:

Laxman Narasimhan, CEO of Starbucks
Nandita Bakhshi, president and CEO of Bank of the West
Kim Starkey Jonker, president and CEO of King Philanthropies



Over 3000
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 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 San Francisco Bay Area

CO-PRESIDENTS

Devindra Chainani
Sharonyka Kumar Narayan

GALA CO-CHAIRS

Roopa Satagopan
Payal Tiwana

BRAND & INFLUENCER ENGAGEMENT CHAIRS

Roopa Satagopan
Payal Tiwana

YOUTH PROGRAMS LEAD

Reetam Bhattacharya

EXECUTIVE BOARD

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Roopa and Murli Satagopan
Rubie Singh

Neha Krishna and Rishabh Tandon
Payal and Pravjit Tiwana
Madhavi Yerramilli-Rao

SPONSORSHIP LEVELS

Table Sponsorship

Table Sponsorships:



Ambassador \$5,000

Impact: Support over 2 entire villages through Hamara Gaon (Pratham's direct community engagement program)



Partner \$2,500

Impact: Help build foundational skills for 125 children while engaging all key stakeholders around them



Sustainer \$1,000

Impact: 2 women who dropped out of schools can now earn their high school diplomas

Event Sponsorship:



Music Sponsor \$2,500

Sponsor the Pratham Seattle Gala DJ.

Impact: Train field instructors to deliver Pratham's foundational learning activities and assessments to 5 communities - impacting 500 children.



CONTRIBUTOR BENEFITS

		Table Sponsorship			Event Sponsorship
		Ambassador	Partner	Sustainer	Music
		\$5,000	\$2,500	\$1,000	\$2,500
Main Event	Physical Logo Recognition opportunity at event with other community sponsors	✓			
	Digital screen logo recognition*	✓	✓	✓	✓
	Visiting card/promotion item at registration table (provided by sponsor)	✓	✓		✓
	Opportunity to sponsor goodie bags/ giveaways	✓			
Post Event	Community Spotlight feature on chapter page*	✓	✓		✓

*All logos must be provided within 2 weeks of sponsor agreement.
Name listing: Either family name or Family Foundation name

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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 Radhika Gupta at rgupta@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

- Ambassador \$5,000 Partner \$2,500 Sustainer \$1,000 Music \$2,500

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 _____