

# ANNUAL REPORT 2021



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# DEAR FRIENDS,

On behalf of our board of directors, our team and those we serve, we want to thank you for your support over the past year to help bring the Desai Foundation programming to those that need it most. It is only through your support that our work is possible. And this year, was tougher than most.

Our fiscal year, which is reflected in this report, is from July 2020 to June 2021. Naturally, this time period was incredibly difficult for the regions we serve, given the persistent COVID-19 pandemic, and the devastating second wave that impacted India in the Spring of 2021. We are proud with what we were able to accomplish in our FY 2021 to rebuild and redirect our programs.

In order to best serve the women and children, who were most impacted by the pandemic, we leveraged the systems and programs we already had in place to serve our community, to rethink, innovate and redirect new ways of generating livelihood and health. We have laid out the specifics of that work here in this annual report. I have never been prouder of our team and to be a part of the Desai Foundation than I have been this year. Our team in India and the United States worked relentlessly despite the constraints of the pandemic. We especially acknowledge their extraordinary dedication and hard work.

Our team has grown in numbers and strength, with over 40 full time members and nearly 20 part time and contract workers as well as several volunteers. They are the lifeblood of this organization. We have also relied very heavily on our leadership council and board of directors this year to help us navigate some new waters.

We are grateful for their support in these unprecedented times. The pandemic tried to take our health and our livelihoods - the very core of what Desai Foundation has spent over 24 years fighting for, and we are determined to continue that mission. The work of the Desai Foundation - focusing on health, livelihood, menstrual health and now, COVID Relief work - is more critical and relevant than ever. It is because of your support that we were able to innovate and expand our programs, our team, and our reach to add more states to our geography.

We are now in 6 Indian States. We don't know what's to come, but we know that we will always rise and fight to serve our community. Thank you for helping us reach millions of people this fiscal year in the US and India to #DreamBeyond their circumstances.

Yours,



Megha Desai, President









# OUR MISSION

WE EMPOWER **WOMEN** AND  
**CHILDREN** THROUGH COMMUNITY  
PROGRAMS TO ELEVATE **HEALTH** AND  
**LIVELIHOOD** IN **INDIA** AND THE **U.S.**

# OUR STORY

The Desai Foundation's primary goal is to **elevate the health and livelihood** of the greater community, targeting **women and children** in particular to ensure sustainable growth. The founders of the organization believe that everyone should have access to the three things that allow for you to dream beyond your circumstances - good health, the ability to work, and the fulfillment of an education. Over the last 24 years, we have significantly improved access to health services, educational programs, and vocational opportunities. Our growth over the last six years has been because of focus on developing trust, putting the people on the ground first, and creating strong local leadership for all of our programs. We are proud to always be motivated by the people we serve - listening, iterating and ensuring that the programs are serving the needs of our communities.

## WE ARE A PUBLIC NON-PROFIT

Though the Desai Foundation was founded as a small private family foundation, our methodology has allowed us to grow and expand our work dramatically. This led to our conversion from a family foundation to a public 501c3 organization in 2014. Since we are no longer privately funded, we rely on donations and grants to support and fund our work. The founding family still matches all individual donations, showing their deep commitment to the work and the process. We've also established our NGO status in India, under the Desai Foundation Trust. Our transition to a public organization was made with one goal in mind: the ability to help more people and uplift more communities. This transition has not been easy, but your support and faith is why it works. We are committed to keeping our finances transparent, spending money efficiently, and heightening our impact.

## OUR METHOD

We believe innovation is at the root of all progress. It's with this idea that the Desai Foundation cultivates its programming much like a technology start-up approaches its innovation. Our methods are born from the spirit of innovation, and this allows us to incubate and iterate, pilot, evaluate and further scale programs across our regions for the most effective and powerful impact. When we flesh out a program concept, we test it as a pilot in the real world. Then, after creating structure, evaluation, and a clear process around each program, we begin to scale. Currently we have several programs that are scaling across western India. Because of the rigor with which we develop these models they can scale quickly. Our method also relies heavily on the fine balance between programmatic funding and supporting organizations. Finding the right partners on the ground ensures that our programs are welcomed by the community and are sustainable after we are gone. For us, scale isn't always about the sheer number of people we serve but about the efficiency, depth of impact, sustainability, and then, the number of people we serve.





## OUR FUTURE IS ABOUT YOU

The future of the Desai Foundation depends on you. We are committed to continue carefully vetting partners and fostering our deep connections with the communities we serve. Our focus will always remain in health & livelihood for women & children. However, we are always looking to grow geographically! Our modular programs allow us to expand with one program or many. We are committed to creating strong partnerships both in the U.S. and India. Please reach out if you are interested in helping us expand and fulfill our mission.

# Objectives

We are driven to promote health and livelihood, particularly for those who are both traditionally underserved and powerful agents of social change: women and children. Working with the existing strengths of a community, we focus on providing a healthy life, the dignity of a job, and the fulfillment of an education.



## HEALTH

Good health and well-being are the most fundamental human rights and basic necessities of social progress. In partnership with other nonprofits as well as local universities, hospitals, and community centers, we offer health camps that provide free screening and education to those who otherwise would not have access to the care they need.



## LIVELIHOOD

We partner with organizations to provide youth mentorship, workshops, and vocational training. These programs provide an opportunity not only to develop a skill set, but a sense of dignity. We recognize livelihood not only as the capacity to pursue educational and vocational opportunity, but to live a fulfilling, purposeful life on one's own terms.



## WOMEN

Women are the backbone of any community and the discrimination that they face limits social progress as a whole. When we say women and girls we refer to anyone that identifies as such. By targeting their needs, we address the well-being of the greater community. Supporting women is essential to overall growth, as 90% of what women earn is invested back into their community. \*\*



## CHILDREN

Children too have the potential to advance their communities. The Desai Foundation provides quality education and enrichment programs to equip children with the knowledge to meet the many challenges shaping our world today.

\*\*Statistic taken from the United Nations.



# Fundamentals

Our work in both India and the U.S. stresses inclusivity, sustainability, and accountability. We work under a community-based approach to ensure a strong and positive impact.

## **STRONG FUNDAMENTALS**

We work in communities we know well — therefore we know we are tackling real issues that they face — not simply creating band-aids to fix problems.

## **ROBUST INFRASTRUCTURE & COMMUNITY PARTICIPANTS**

We identify the right local leaders to spearhead each project. This ensures community buy-in and a deep understanding of issues. It also promotes self-sustaining empowerment among the whole community.

## **TRUSTED & QUALIFIED NONPROFIT PARTNERS**

These organizations help push our work and dollars so that credit for the work is spread out — which in turn builds morale in the community.

## **PROVEN PROGRAMS & MODELS**

For every major initiative, a pilot program is set up to ensure its effectiveness and to understand its impact. We make adjustments to these program when necessary so we can be confident in scaling them. Most of our programs are designed to scale, some are not. But we don't take your public investment in these programs until they have been piloted and vetted.

## **SUSTAINABLE DEVELOPMENT**

We are looking to solve long-term problems, not simply create short-term solutions. Our goal is to truly inspire those we serve to dream bigger and lead healthier and more economically stable lives. We are in it for the long run.



# Local Action, Global Connection

Our efforts tap resources in the communities we serve, not only ensuring long-term progress but promoting a spirit of local engagement. Inspiring those inside the community to know that they have the power to shift their own circumstance is an important part of successful community development.

Our work also acknowledges the broader spectrum: how community development in turn translates to global advancement. By operating under the mission of forming more inclusive societies, our goals not only support participatory action on the local level, but also intersect with the goals established by major national and international bodies for a prosperous future.

Our mission runs parallel with both that of the UN Sustainable Development Goals and the Indian government's social initiatives. We share the goals of Beti Bachao, Beti Padhao; Swachh Bharat; and Digital India to educate and empower girls, improve hygiene and sanitation, and promote digital literacy.

By elevating health and livelihood, all of our projects collectively address several of the UN Sustainable Development Goals: Good Health and Well-Being, Quality Education, Gender Equality, and Decent Work and Economic Growth. As our projects continue to thrive, we are working toward one day impacting 1 million lives, a goal that while ambitious, aligns with vital objectives like the 2030 Agenda for Sustainable Development.

Our work was validated in the concluding outcome from the 62nd session of the UN Commission on the Status of Women: **"rural women and girls are essential to sustainable development, and their rights and empowerment needs to be prioritized."**

We are thrilled to continue moving forward alongside the objectives of global and national powers for a healthier, more equal world. Together, we can empower those with the greatest need and potential, helping strengthen communities.





# PROGRAMMING

SINCE GOING PUBLIC IN 2014...

1,658

COMMUNITIES  
SERVED

4,340+

PEOPLE HAVE  
ATTENDED OUR  
FUNDRAISERS

---

WE ARE SUPPORTED BY

6,251 INDIVIDUALS

232 CORPORATIONS

75 NON-GOVERNMENT ORGANIZATIONS

# Our COVID-19 Response

It is rare that a single event has had such a monumental unanticipated, disruptive, and global impact. We know each and everyone has been impacted in different ways.

When the pandemic began in 2020, the Desai Foundation was proud to rise to the occasion, rooted in our values, our expertise, and most importantly, focusing on the people we serve.



- The first pledge we made in 2020, was **to stand with our team**. We ensured every member of our team, both in India & the United States, would not be laid off or lose their jobs as a result of financial issues that may arise from the pandemic. We can't cultivate dignity for our team, if we don't protect them.
- In 2020, we committed to **supporting our local communities** in the US & India, with Food, Masks, Sanitary Pads, and Jobs.
  - » **In India**, our Masks of H.O.P.E. (Health, Opportunity, Perseverance & Empowerment) program provided over 500 jobs to rural women, who made over 1.2 million masks, which were distributed to communities in need. We distributed over 1 million Asani Sanitary Napkins., and more.
  - » **In the US**, we redistributed funds for the cancelled programming of 2020, to support food pantries in Boston and New York City. We also supported the India Center's South Asian Arts Resiliency Funds.
- We **continued to spread awareness and education on menstrual hygiene**. We launched a series of livestreams around menstrual health on Instagram and other social media platforms, to ensure we could continue our awareness work and connect with our community.
- Our team on the ground **took action and secured permissions** and were able to get passes from local governance to safely access the communities and connect with the people we serve, to understand their needs, provide essential services and offer practical solutions

We have so many people to thank for our work in 2020, but we especially want to thank our Board Member Vikram Parekh & Executive Director (India) Mittal Gohil for their hard work.



# Our Response to the 2021 Crisis in India

In 2021, everything changed. We chose to act in a major way, making changes for the better and shifting our work to meet the needs of who we serve and who needed it most. Our response to the crisis in India this Spring was guided by what we do best: support rural communities, women & children, and provide pathways to health, jobs, and dignity. We are so grateful for our incredible supporters for their outpouring of faith and guidance. Our major initiatives were around food, masks, medical supplies, rapid tests, a COVID support hotline, and jobs.

Our swift response to adapt and find solutions, helped us expand our work to other regions, which invited us into their communities to tackle the devastation and disruption

from the the crisis. This dramatically increased our reach and footprint in India.

We provided regular public updates of our work on our website and social media to ensure full transparency of how your money was being spent. Our values, relentless efforts and dedication, invited us into conversations with the Gates Foundation, Nexus Global and the Clinton Global Initiative to share our experience and expertise. And thanks to our work being highlighted in Forbes, The Boston Globe, The Times of India, and some high profile social media mentions, we invited over 2,000 new individual donors to the Desai Foundation Community.

**Our work allowed us to reach 1.9 million people with direct COVID relief through medical supplies, food, aid, jobs, information, and more.**



# Highlights from our COVID-19 Efforts



**11,000**  
**FOOD RATIONS**  
**DISTRIBUTED**

We delivered food ration kits that feed a family of 4 for a month, along with single food rations.



**1 MILLION**  
**COTTON MASKS**  
**DISTRIBUTED**

We delivered both cloth masks by our Masks of Hope program and surgical masks to many hospitals and COVID centers.



**500K**  
**COVID TESTS**

We sent 500k COVID Rapid Test Kits to India thanks to the support of Oregon Health Authority, Idaho Department of Health and Welfare, Placer County Health and Human Services (CA), and Nevada State Emergency Operations.



**10**  
**ISOLATION & RELIEF**  
**CENTERS OPENED**

We opened isolation and relief centers with beds, food, medical supplies, PPE, rapid testing, sanitary napkins, medical screenings, and comfort for isolation for pre-critical stage patients.



**5K+**  
**PEOPLE CONNECTED**  
**VIA COVID HOTLINE**

This COVID hotline is in 5 languages, providing COVID and vaccination information as well as general livelihood information.



**50K**  
**MEDICAL**  
**SUPPLIES**

We've provided medical supplies to support hospitals & COVID isolation centers with oxygen concentrators, PPE Kits, BiPaps, ventilators, thermometers, oximeters, sanitizer, etc.

Dhruvi lives in the Jespor village which is about 8kms away from Untdi. She used to manage her period by using sanitary napkins. But during the COVID-19 lockdown, everything closed and her family's income stopped, so she was forced to use cloth to manage her period. In the month of April, the Desai Foundation Trust along with its partner Untdi Vibhag Kedvani Madal, distributed more than 1,000 packs of Asani Sanitary Napkins. Dhruvi and many girls like her were provided free sanitary napkins, which enabled them to manage their period hygienically - Dhruvi is very happy and thankful to the Desai Foundation for this. She also likes the quality of Asani Sanitary Napkins and said that in the future she will continue using them.

We are so grateful to our many partners in the United States that helped to make our COVID-19 Response work highly impactful.





# Heroes for Humanity

Desai  
FOUNDATION TRUST  
**HEROES  
— FOR —  
HUMANITY**

  
**S.P. HINDUJA**  
BANQUE PRIVÉE

The Desai Foundation is deeply humbled and proud to announce the launch of our the Heroes for Humanity Project supported by S.P. Hinduja Banque Privée. It's rare that you find a partner that so deeply understands your philosophy and goals the way that the team at SPH has. This revolutionary program will impact the lives of over 2 million more people than the Desai Foundation would have been able to reach.

The program is the catalyst to create an army of good in the communities that need it the most. The program will allow us to hire upto 500 community members, train them, and put them into the field. This means 500 families will receive steady income for 6 months. Our Heroes will provide COVID awareness, outreach and vaccine information, deliver food and other supplies, and conduct a baseline survey so we can deeply understand how these communities have changed during the pandemic. Moving forward, they will continue to support Desai Foundation programming in health, livelihood, menstrual health and outreach. We are so grateful for this landmark partnership through which we will be able to impact millions of lives.

This program launched at the beginning of July, so these numbers are not reflected in our 2021 Annual Impact numbers. But we couldn't help but share our progress from July - September of 2021.

**3 3 8**  
**HEROES  
CURRENTLY  
EMPLOYED**

**4 7 6 K +**  
**REACHED WITH  
COVID INFORMATION**

**403K**  
**IMPACTED  
THROUGH DIRECT  
SERVICES**

**1 5 8 K +**  
**SUPPLIED & MATERIALS  
DELIVERED**



# The Long Road Ahead

The Desai Foundation is committed for the long term to the communities we serve.

So much has been lost and broken over these last two years, and we will continue to work with the women and children we serve, to ensure they find their way. We will deliver our promise to improve health and livelihood for those who need it the most, through our regular Desai Foundation programs - which in light of the pandemic, have proven to be even more critical.

We have already re-started our vocational + health programs in most states, and are excited to launch our programs for the first time in our newest states - Tamil Nadu & Madhya Pradesh.

## The Boston Globe

OPINION

### **In India, the pandemic may turn back the clock on women's empowerment**



"[W]e know that this pandemic doesn't just turn the calendar back only 15 months for Indian girls and women, but potentially years — even decades — on the way people think and approach the importance of girls' education and women's empowerment."

- Megha Desai

”

I am Renuka working on the Heroes for Humanity Project in Bharuch block. I have been involved in the realm of vaccination awareness quite a few times; my experiences have been great. This program provided me an opportunity to utilize my skills to the fullest and fight the fear of public speaking. Now I can easily speak to large crowds and sensitize people about the importance of getting vaccinated, I also got to know many things about COVID-19 and vaccination.

This has really boosted my confidence and moral for doing this type of work. I would love to continue learning and gain more knowledge and skills for my own personal development. As of now, people have been very cooperative with me during my awareness sessions. I feel very happy to be a part of this project.

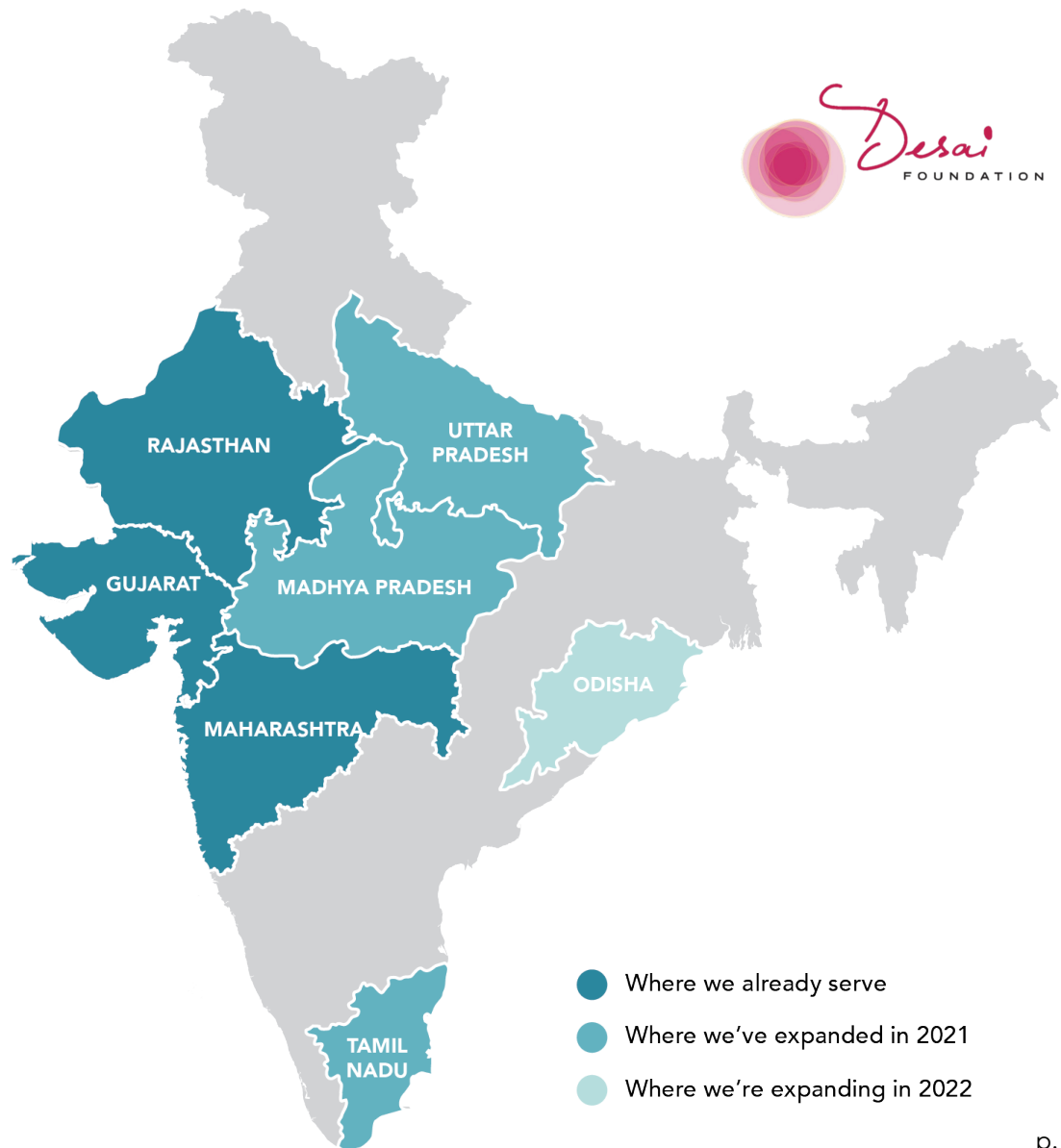




# Where We Work

We are thrilled to announce that the Desai Foundation has expanded to several new states. Our work in Gujarat, Maharashtra & Rajasthan has continued. And we have expanded to Uttar Pradesh, Madhya Pradesh and Tamil Nadu. By 2022 we expect to have launched in Odisha as well.

We are really honored to have been invited into these communities to expand our programming and make a bigger impact.



- Where we already serve
- Where we've expanded in 2021
- Where we're expanding in 2022

# Health Awareness & Services

We are eager to get back to our regular programming that addresses health, livelihood, and menstrual hygiene. Much of our programming has already begun. And many of our programs have been slightly modified to adjust to a COVID-19 reality.

## **BAL HEALTH MELA**

Bal Health Mela is a fun-filled health fair for children. Our objective of these health camps is to provide easy access to high-quality health care services to children and their families residing in rural India.

## **VISION CAMP**

We conduct vision camps for every community member and provide high quality vision services such as cataract surgeries, eye glasses, eye drops and more.

## **ASANI SANITARY NAPKINS**

The Asani Sanitary Napkin Program trains women in rural India to manufacture and distribute low cost, high quality sanitary napkins and educate communities on menstrual hygiene and management.

## **HEALTH SEMINARS**

In Massachusetts, we offer focused health seminars designed to address the needs of local South Asians. Topics have included diabetes, heart disease, early detection and prevention of women's cancer, doctor-patient relationships, nutrition and healthy living. Special panelists and keynote speakers are well known experts in their industries such as doctors and other various health professionals.

## **HYGIENE CLASSES**

We conduct health and hygiene sessions in our centers, schools, and communities on topics ranging from menstrual hygiene, maternal health, nutrition, the importance of WASH.

## **GYNEC CAMP**

We conduct gynecology camps for women to provide them with high quality menstrual health services that includes pap smear tests, prenatal and post-natal check-ups. We also educate the community on breast cancer awareness.



# Education & Outreach

## SHANTABEN VIDHYABHAVAN

In the village of Untdi in Gujarat, India, Shantaben Vidhyabhavan is a vital community center, providing quality education, vocational opportunities, and health and developmental services. Since its reconstruction, the school, “Lok Vidyalaya” has tripled in size and we have added four more classrooms to meet rising demand. We now provide quality education to over **1,000 students** from **100 villages** and have doubled our teaching capacity to children from kindergarten to 12th standard.

Unlike many schools in rural India, our curriculum covers all major subjects: language, math, the arts, history, and science through the use of our state of the art science labs. Our science school is the only one of its kind in the region, offering a rich curriculum to students hungry for a level of academic rigor and exploration that they would not otherwise have access to. The school has a waiting list to meet the demand.

### Creative Learning Spaces

The creative learning spaces were established in our schools to promote learning in the field of science and technology for children, especially girls in the age group of 11-16 years. The program offers a rich curriculum comprising of theoretical and practical classes. It provides a platform to the rural children with an easy access to the technological world. We have observed a rise in establishment of science and math labs in the private and government schools surrounding ours. They have adapted our programming in their respective schools that have opened channels to the technological world for many children in rural Gujarat.

## IIT GANDHINAGAR

We are proud to have partnered with IIT Gandhinagar’s NYASA and NEEV programs to help transform the rural communities near the school. These programs, like the program at Columbia University, use the resources present at the institute to help uplift the surrounding areas. Each year, **25-30 students** from NYASA organize the Sanjeevani health camp here for children and women living in neighboring villages. Activities include screening children for health-related issues, required vaccinations for children, and hygiene training. These programs are designed to build global citizen leaders who take on the social responsibility of changing conventional norms and practices that limit the development of many.

## COLUMBIA UNIVERSITY

Community Impact (CI), a student-run organization at Columbia University, serves underprivileged communities in the Morningside Heights, Harlem, and Washington Heights neighborhoods of New York City.

CI’s programs empower both youth and adults to pursue educational and vocational opportunities, promote health and wellness, and foster a spirit of community service. Community Impact (CI) is making great strides in continuing their work of engaging students at Columbia University to serve local, disadvantaged youth and address the needs of the overall community.





*With her father out of work due to the pandemic, Anitka began sewing at home using her skills learned at the Desai Foundation's Vocational Center, and is now the primary breadwinner in her family of four. In addition to her work as a seamstress, Anitka has also sewn more than 5,000 face masks for distribution in her village!*

# Vocational Programming

## BEAUTY PARLOR SKILLS

Our Beauty Parlor vocational program prepares women for a relatively high-paying job in an environment where they feel safe. Our course teaches hair, makeup, and wedding & special occasion services.

## ADDITIONAL PROGRAMS

Asani sanitary napkin program  
• Jewelry making • Personal finance • English language classes • Library + research services • Entrepreneurship programs • Electrician training • Plumbing training • Welding training • Hand-sewn masks

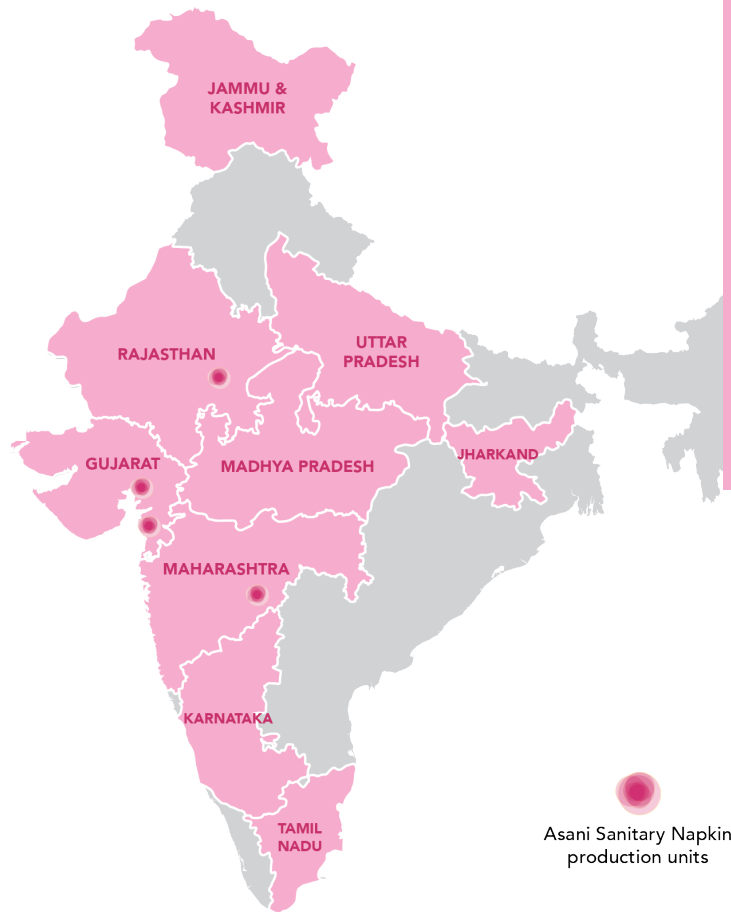
## SEWING CLASSES

We host a variety of vocational sewing programs across many of the regions we serve. We intentionally grow these courses slowly. We've learned that vocational training is partially about economic empowerment and partly about cultivating dignity, so we don't require that they take a job directly after, as that doesn't make sense for all rural women.

## COMPUTER CLASSES

These classes teach valuable digital literacy skills to help advance personal, educational, and professional development.

# Sanitary Napkin Program



## HIGHLIGHTS

- 2.4 M+ napkins produced in total
- 20,000 pads produced per day
- 2,154 Total No. of women trained for distribution
- 1,557 Total No. of women getting livelihood through Asani
- 1,074 Total No. of MHM awareness sessions held
- Our Asani Sanitary Products have spread across the country through distribution, emergency relief efforts and bulk sales

The Asani Sanitary Napkin program trains women to manufacture and distribute high quality, low cost sanitary napkins to their communities. This empowers girls and women to take control over their health and livelihood, and enables girls to pursue higher education beyond the onset of puberty.

The vocational training provided through the Asani Sanitary Napkin program has a profound personal and public impact. The program also has the added effect of combatting stigma and giving women and girls a fundamental sense of dignity that will empower them to pursue long term opportunities.

Our pads are nearly **90% biodegradable by weight**, and we take the disposal of pads seriously to ensure an environmentally sound solution for the health of women. As one of our most all-encompassing programs, we are thrilled to announce that the program was awarded grants by This is L (Procter & Gamble) & The Pad Project!

# Partner Spotlight



During the pandemic, we were happy to be invited to Tamil Nadu by the SPS India Foundation which serves 96 villages and a population of 120,000. There was a COVID Care Centre with 100 beds that needed support and supplies. We were able to provide oxygen concentrators, hundreds of medical kits, food rations, hygiene kits and thousands of cooked food packets to the rural communities in the Yercaud area of Tamil Nadu.

After just 3 months of working together we are proud to have been formally invited to implement our Heroes for Humanity program, along with our Vocational Training and Health Camps in these communities. We are honored to have expanded to our first southern state in India!





# 2021 IMPACT

MORE THAN

1.4M

LIVES IMPACTED  
DIRECTLY

1.2M

SANITARY NAPKINS  
PRODUCED

4.5K

WOMEN RECEIVED  
VOCATIONAL TRAINING

1.5K

ATTENDED A  
HEALTH CAMP

17K

COMMUNITY IMPACT  
PARTICIPANTS

1.1K

CHILDREN ATTENDED  
COMPUTER CLASS

# US Impact

## COMMUNITY IMPACT

Community Impact (CI), a student-run organization at Columbia University, serves nearby underprivileged communities in New York City. CI's programs empower both youth and adults to pursue educational and vocational opportunities, promote health and wellness, and foster a spirit of community service. Community Impact (CI) is making great strides in continuing their work of engaging students at Columbia University to serve local, disadvantaged youth and address the needs of the overall community.

During the pandemic, their programs continued digitally.

## TAKE TWO FILM ACADEMY

Media literacy is more important than ever. Social media and fake information threatens our kids futures and our democracy's future. Take Two Film Academy was founded in 2009 with a simple mission: to make filmmaking and media literacy education accessible to a generation of young people. Since then, they've served thousands of students at dozens of schools in New York City, Long Island, New Jersey, and Boston.

We are proud to partner with this program to teach kids in New York and Massachusetts media literacy through film classes.

## US PANDEMIC RESPONSE

During the pandemic the Desai Foundation saw the urgent need in Boston and New York City, and used the funds from our cancelled programs in 2020, to donate to food banks. We choose Food Bank For New York City, About Fresh Food Truck in Boston, Food to Eat in Queens, NY, and The India Center's South Asian Arts Resiliency fund.



# India Impact

Location	Villages	Reached
Untdi Vibhag Kelavni Mandal - Gujarat	100	200,000
Indian Institute of Technology Gandhinagar - Gujarat	10	25,000
Gram Vikas Trust - Gujarat	230	450,000
Shree Yogananda Saraswati Trust - Gujarat	20	80,000
Gram Seva Trust - Gujarat	60	200,000
Diwaliben Trust - Gujarat	165	330,000
UKA Tarsadia University - Gujarat	50	100,000
Banasthali University - Rajasthan	50	150,000
Shubhamkaroti Foundation - Maharashtra	140	400,000
Purvanchal Seva Sansthan - Uttar Pradesh	125	170,000
Path Foundation - Madhya Pradesh	45	125,000
SPS India Foundation - Tamil Nadu	96	120,000
Network for Youth Development and Healthy Environment - Orissa	155	112,997
Pahal - Madhya Pradesh	30	147,500
Utkarsh Mahila Sansthan - Gujarat	47	410,000
Navsarjan Trust-Navsarjan Xavier's Cell for Human Development - Gujarat	35	80,000
Center for Unfolding Learning Potentials (CULP) - Rajasthan	200	400,000
Maitree Foundation - Gujarat	100	300,000

**= 3.8M**  
**TOTAL REACH**





*Sheetal lives with her husband and 2 daughters in Pawdewadi village. Her husband had a job, but due to some instability he lost his job. Her family was not financially stable, and her sporadic farming wages weren't meeting the needs of the family. Sheetal then started working with the Asani Sanitary Napkin unit in January 2020. She continues to work at the unit folding pads and packaging along with the other women of the village. She used to have to work on farms even on the hottest of days, but now she earns more money with less physical labor. She is now her family's primary breadwinner. Since she has joined the Asani unit, she is more confident, motivated and comfortable talking about menstruation. It makes her feel happy that she is able to contribute and help people learn more about menstrual health and hygiene. She also uses Asani sanitary napkins and motivates other women to do the same.*

# Health

# 8K

HYGIENE KITS  
DISTRIBUTED

# 3K

PPE KITS  
DISTRIBUTED

# 1.5K

ATTENDED A  
HEALTH CAMP



*Lilaben had poor eyesight due to undiagnosed cataract. She lives with her son and his family, but due to insufficient income, they were unable to bear the cost of hospital visits and operations. When she learned about the Desai Foundation's eye camp, she went in for a visit and was diagnosed with cataract. Our partner, Rotary Eye Hospital in Navsari, provided her with the proper treatment and Lilaben underwent a cataract removal operation at no cost to her. As a result, her eyesight quickly improved. She is very satisfied with the care she received and thanked the Desai Foundation for helping her see clearly again.*



# Livelihood



1.1K

STUDENTS TAUGHT  
TO USE A COMPUTER



1,006

K-12 STUDENTS  
ENROLLED FULL-TIME

4.5K

WOMEN RECEIVED  
VOCATIONAL TRAINING



# MEASURING IMPACT

After many years, the Desai Foundation has understood that not every program will yield the same results. Not every vocational program leads to job placement. Not every girl that enters a classroom goes to college. Not every child going through hygiene education lives a disease-free life. And this is okay. The motivation behind all of our work is to help everyone we serve dream beyond their circumstances and live a healthy life — whatever that means for them!

**We are focused on two main areas to measure success:**

1. Are we providing access & awareness for something they need?
2. Does this program cultivate dignity for the woman or child we are serving?

Sometimes the rupees in a woman's pocket are less important than the self-worth she feels after learning a skill. Our growth is intentionally slow, as we care more about the people we serve, rather than the numbers we report.

**Our first responsibility is to the people we serve.**





Pinal Vasava comes from a small tribal village called Moran in Bharuch District. Pinal's village has a total population of 800 people and there is only one primary school that holds classes through 5th standard. Additionally, there are very few opportunities available for personal and financial growth. Pinal dropped out of school after 10th standard because her high school was very far from her village. She wanted to learn sewing and soon learned about sewing classes offered at the Jaghadia Center with the Desai Foundation Trust. She joined our sewing classes and regularly attended classes for three months, even though they were 12 km away from her village. After completing the course, she continued practicing and learned to make different type of blouses and dresses and soon her designs spread throughout her village as well as nearby villages. She now gets regular orders for blouses and dresses and is building a small business. Pinal also joined our Masks of Hope program and began producing masks. She is now the primary earner in her house. She thanks the Desai Foundation for providing professional skill training that helped her to earn a regular income and she hopes to expand her work and reach out to more customers from other villages.





# Our Model Amplifies Your Contribution

At the Desai Foundation, we are very proud of having created an infrastructure that allows each dollar donated to not only go directly to the work on the ground, but also to multiply its impact. Many other organizations have to pay for infrastructure, supplies, and volunteers — we've created local buy-in to reduce those costs so your dollar goes further.

TURNING A  
**\$1**  
DONATION

10X  
**\$7**  
OF WORKING  
CAPITAL

Over the last year, the Desai Foundation has been able to inspire a value of nearly **\$6MM** of in-kind donations, free shipping, hours of volunteer service, free space to conduct our programs and more. This value generation, on top of your donation, is what helps us accomplish all we do!

Your  
donation

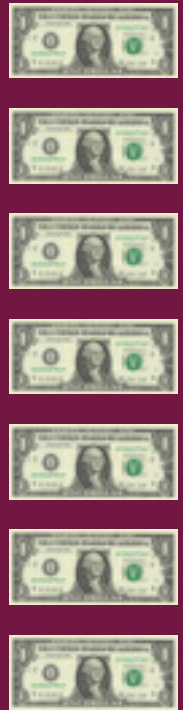
The founding  
family matches  
your donation.

We leverage  
existing  
hospitals,  
buildings,  
schools, that  
don't charge  
us to host our  
programming.

Our model  
promotes co-  
financing from  
local partners  
to ensure  
local buy-in  
& fundraising  
ensuring the  
sustainability  
of the  
program.

In-kind  
donations  
of books,  
supplies, etc.  
allows us  
to focus on  
our funding  
services and  
empowerment.

We inspire  
students, local  
leaders and  
volunteers  
to donate  
their time and  
expertise to our  
programming  
allowing us to do  
more with every  
dollar raised.  
Our human  
capital is one  
of the most  
valuable  
resources we  
have.



**\$1**

**+\$1**

**+\$1**

**+\$2**

**+\$1**

**+\$1**

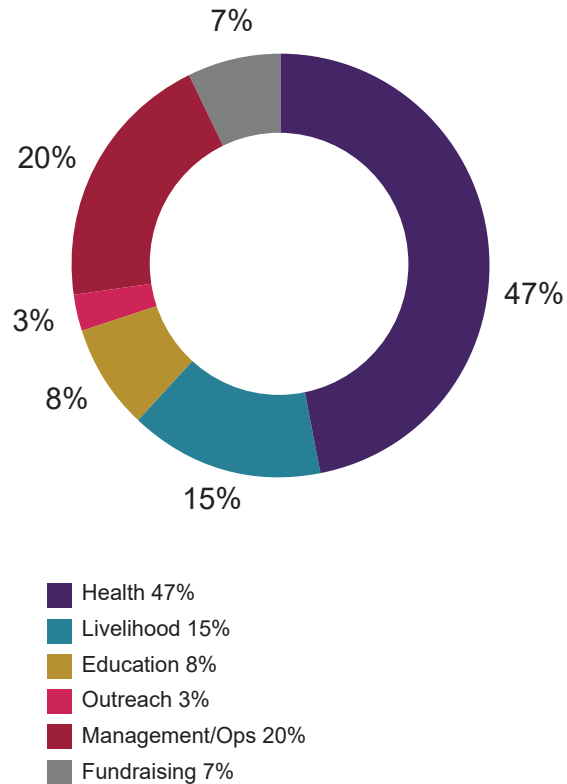
**\$7**

*DISCLAIMER: This is an estimate based on a sample of 2017 donations. These amplifications don't apply to every program donation.*



# Financials

## BUDGET ALLOCATION



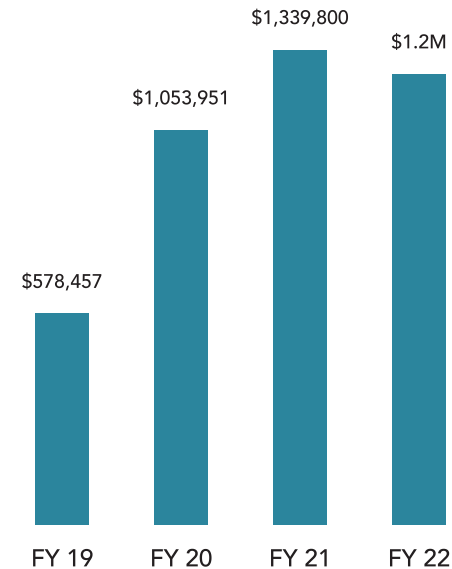
### A Full Picture

In accordance with Indian law, the Desai Foundation Trust was established in 2014. All money raised in India is directed to the Desai Foundation Trust. To be as transparent as possible, we will disclose financials of both the Desai Foundation (US 501(c)3) and the Desai Foundation Trust together to present a full picture.

## OUR COMMITMENT

EVERY DOLLAR raised for the Desai Foundation from individuals will go directly to the work on the ground. Our overhead is covered by the initial endowment, Board of Directors, and corporate donors. We work hard to ensure maximum value for every dollar you generously trust with us.

### Total Operational Spend: India & the US\*



\*FY 2021 NOTE: This Fiscal Year, our spending increased due to major expansions in programming and responding to the COVID-19 pandemic. Though we were able to continue our work, in order to adapt and keep everyone safe, some additional expenses were incurred.

# 2021 Grants

We are so honored to have our work validated by so many prominent organizations around the world and to have been awarded these substantial grants this past year:



This is L (Procter & Gamble)



COVID Tech Connect



The Pad Project



Gulbrandsen



Petronet LNG Ltd.



IFCI Social Foundation



Onward Technologies



Sumaria Systems



Guru Krupa Foundation Inc.



S.P. Hinduja Banque Privée

# 2021 Platinum Donors

In FY 2021, We are grateful to have the support of 2,779 Individuals, 90 Corporations, and 16 Foundations. As our community grows, our impact and possibilities grow. Thank you so much to these incredible people, companies and organizations.

Kay Cannon  
Caroline Moss  
Neil & Priya Desai  
Maya Patel  
Eric Svenson  
Danica Coronacion  
Oscar Weis  
Vivek Kamra  
David Spandorfer  
Jan-Willem Maessen  
Matthew King  
Erin Douglas  
Rajiv Patel  
Pankaj Shah  
Aarthi Chezian  
Eric and Sarah Svenson Charitable Fund  
Sumaria Systems, Inc  
B. K. S Iyengar Yoga Association  
Vasantharam Family Charitable Fund  
Yash & Jigna Family Foundation  
Vikas & Nitigna Desai

**SAWHNEY FAMILY  
FOUNDATION**



**BROWN**   
**BROTHERS**  
**HARRIMAN**



**R A N A V A T**  
botanics



**PRIVATE BANKING &  
INVESTMENT GROUP**

**Morgan Stanley**

**PRIVATE WEALTH MANAGEMENT**





# 2021 Donors

We are grateful to have the support of so many generous donors. We can't fit our entire community of over 6,000 donors here, so we have randomly selected some of our community. Thank you!

Adi Guzdar  
Adya Family Fund  
Ajay Kaitsth  
Akshay Dalal  
Alisha Gangadharan  
Amber Reed  
Ananda Bandlamudi  
Andrew Bresee  
Anil Agrawal  
Anita Samarth  
Anjali Kilachand  
Anu Ashok  
Arun Baheti  
Arunava Ghosh-Dastidar  
Atlassian  
Avani Sarkar  
Avanti Kumar-Singh  
Barbara Gutman  
Barry Ashar  
Bhavik Shah  
Bhavisha Patel  
Brian Pereira  
Bruce Schwartzman  
BVM Foundation  
California Wellness Foundation  
Carol Phelps  
Caroline Moss  
Charu Singh  
Chetan Shah  
Clifford Obrecht  
Cloudera  
Conrad Shock

Dalal Charitable Trust  
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Darshana Zaveri  
Dinesh Tanna  
Dinesh & Chitra Dalal  
Divya Joseph  
Elizabeth Comstock  
Emily Michel  
Emma Freudenberger  
Eric Cheng  
Erin Cummings  
Eva Ghosh  
Frank Rabe  
Galen Ho  
Gaurav Mallik  
Grace Atwood  
Gregory Ksionda  
Gupta Family Foundation  
Hamilton Meserve  
Helen Martin  
Hemant & Pallavi Mehta  
Hitha Palepu  
Hsu Lynch Giving Fund  
Ila & Ajit Kothari Family Fund  
Ilana Finley  
Indu Javeri  
Indu Foundation  
Iris Jacob  
Jacqueline Morgia  
Jaina Patel  
Janet Levinson

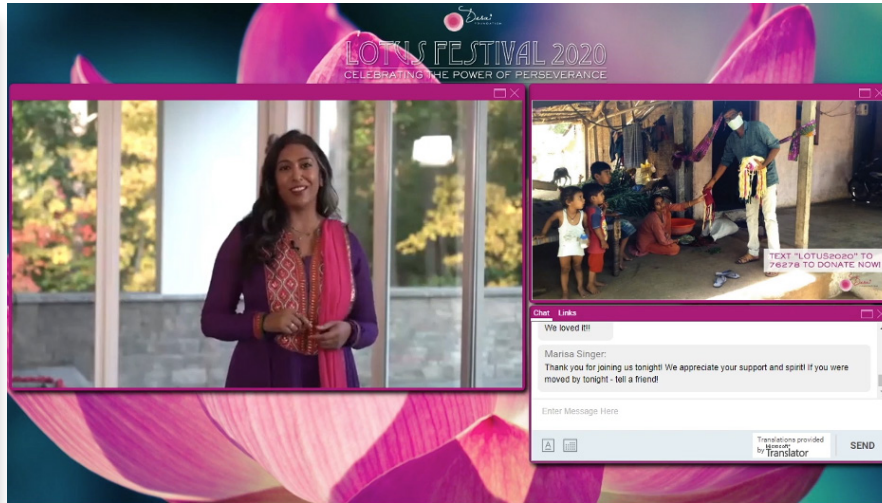
Jason Mullin  
Jerry & Lori  
Rappaport Family Fund  
Jigna Arya  
Jignesh Patel  
Jim Hill  
Joanne Pendergast  
Joe Mande  
Jon Kozesky  
Jonathan Rapaport  
Kamini Patel  
Karen Westrell  
Katherine Brobeck  
Kathryn Lynch  
Kavita Punjabi  
Kedar Gupta  
Kim & Asha Shah  
Kiran & Arvinda Dave  
Manoj Shah  
Mansi Saini  
Maya Kaisth  
Meghan Jasani  
Melissa Barron  
Michael Williams  
Milan Morjaria  
Miraj & Ami Patel  
Monica Bharel  
Mukesh Chatter  
Nathaniel Zanger  
Naveen Vangipurapu  
Navindu Charitable

Foundation  
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Nell Freudenberger  
Nilanjana Bhowmik  
Nithya Das  
Ojus Patel  
Padarsh Pharmaceuticals  
Patrick Curran  
Payal Patel  
Pereira Foundation  
Pooja Devendran  
Prisca Bae  
Priti Patel  
Priti Panchal  
Rachel Orr  
Raina & Jamie Gardiner  
Raj-Ann Gill  
Raja Venkataraman  
Rajeev Samant  
Rakesh Kamdar  
Ram Sudireddy  
Rani Jaiswal  
Ravi Prakash  
Ravi Venkataraman  
Ravi Patel  
Ray Umashankar  
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Sandhya Iyer  
Santhana Krishnan  
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Sara Bennett  
Sarah Metcalf  
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Satish Raj  
Saurya Velagapudi  
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Shah-Kohler Giving Fund  
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Thomas Arul  
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Vistex Inc  
William & Flora Hewlett Foundation  
Yaman Sharma

# Connecting Virtually in 2021

The Desai Foundation was able to stay connected to our community and donors all over the world through our Instagram live videos, informational panels, and our first ever virtual Lotus Festival!



Along with many Instagram Live discussions on how we provide programs to empower women in rural India, we brought together the most influential voices in the Menstrual Equality space for a powerful stigma-breaking panel discussion on how period poverty affects every aspect of a menstruator's life.

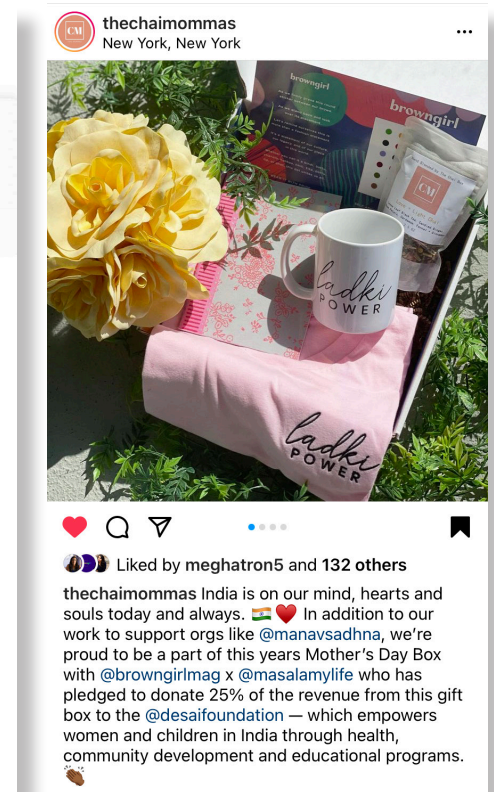
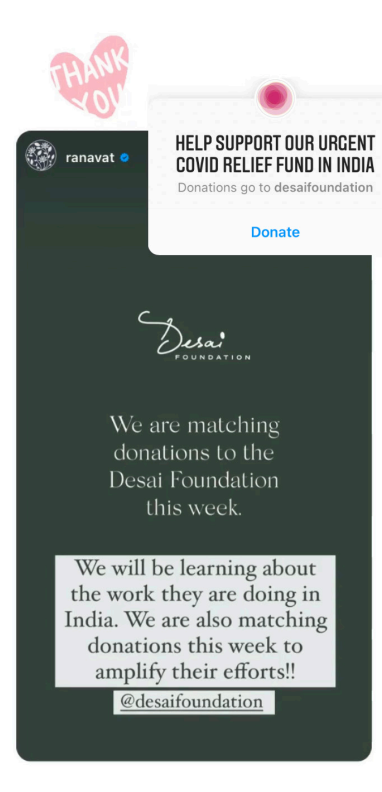
# Event & Community Partners

## Event Sponsors

Ranavat  
LUSH  
Osmo  
Emporio Armani  
Modi Toys  
Daisy and Zarafa  
Desi Galli  
Gordon's Liquors  
South Asian Art Gallery

## Campaign Partners

Chai Mommas  
Lingua Franca  
Miss Malini  
Pajama Sutra  
Soothi  
Brown Girl Magazine  
Heritage Supply Co  
Rukus Ave Radio  
In Kidz Co  
Umeedh Jewelry



Thank you to our Web Development team  
**PIONEER WEBSYSTEM PRIVATE LTD**



# Ways to Give



[thedesaifoundation.org/donate-now/](https://thedesaifoundation.org/donate-now/)

# Pledge Your Period Was Bloody Fabulous

This year we encouraged everyone to take the #pledgeyourperiod challenge and show us how Bloody Fabulous they are to help end the cycle of period stigma and poverty! We reached over 10MM through social posts, press, and by partnering with Lingua Franca for our very own Bloody Fabulous sweater which gave us a powerful platform to fight for Menstrual Equity. A few of our notable pledgers were Madame Gandhi, Chef Palak Patel, Actor Harsh Rajput, and Former Miss America, Nina Davuluri.



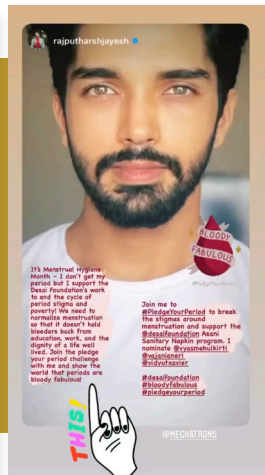
#PledgeYourPeriod



LINGUA FRANCA



**ARI AFSAR**  
SINGER, ACTRESS & ACTIVIST



**HARSH RAJPUT**  
ACTOR



**MADAME GANDHI**  
ARTIST & ACTIVIST



**NINA DAVULURI**  
FILMMAKER, ACTOR, & ACTIVIST

# Partners



**GRAM VIKAS Trust** is a robust organization that has been a reliable partner and ally in bringing effective programming to the Bharuch Region of Gujarat.



**UKA TARSADIA UNIVERSITY** is a Private University located in Bardoli, Surat, Gujarat, founded by Tushar and B.U. Patel to give back to the community.



**IIT GANDHINAGAR** is unique in its commitment to social service. We are proud to partner with programs that engage both students and staff in uplifting the surrounding rural communities.



**DIWALIBEN TRUST** is a new partner that allows us to experiment and collaborate. We rarely meet an organization with such aligned values and impressive execution.



**UNTDI VIBHAG KELAVNI MANDAL** has been our most trusted collaborator and partner. They have allowed us to experiment, develop and incubate our change making programming with the collaboration of not only the staff but the community, as well.



**YOGANAND TRUST**

**SHREE YOGANAND SARASWATI EDUCATION & MEDICAL RELIEF TRUST**  
We have closely partnered with the YOGANANDA TRUST to build our first community center and bring our programming to the Untdi district. We worked very closely with the entire leadership and community to ensure a fully sustainable and thriving community center.



**GRAM SEVA TRUST** has been a long standing partner that has created such trust in its community to deliver healthcare and hospital services to some of the most underserved of communities.



**ROTARY EYE INSTITUTE** has been regularly providing eye care services through free screening and surgical eye camps.



**SHUBHAMKAROTI FOUNDATION** is a non-profit organization in Maharashtra that implements health and livelihood projects to empower women and children.



# Partners



In 2019, we partnered with **BANASTHALI VIDYAPITH** in the Tonk district, Rajasthan with an objective to expand its health and livelihood programs to empower women and children living in the rural areas of Rajasthan.



**RAJASTHAN GRAMEEN AAJEEVIKA PARISHAD** is an autonomous society established in October 2010 by the Government of Rajasthan under the administrative control of Department of Rural Development.



**PURVANCHAL SEVA SANSTHAN** support and facilitate accessibility of basic health facilities and rural sanitation for poor and deprived communities of U.P.



**NYDHEE (NETWORK FOR YOUTH DEVELOPMENT AND HEALTHY ENVIRONMENT)** address the sufferings of the weaker sections through sustainable development. The organization was established with the conviction that everyone including the marginalized has the right to social justice and a dignified life.



Our partner **SPS INDIA FOUNDATION** it sprang into action in reaching out to the welfare of the tribal and local communities of Tamil Nadu.

**PAHAL**  
Initiative for Social change

Our partner 'Pahal- Initiative for Social Change', the organization is majorly formed to bring about a positive change in the present scenarios. It consist of young social workforces who are determined towards Humanitarian, Gender sensitive & Child focused development in the under privileged sections of the society.

# Media



# Our Team



Megha Desai  
President



Mittal Gohil  
Director



Yati Desai  
Regional Director



Kiran Ravarani  
Program Executive



Seema Srivastava  
Chief of Staff



Samir Desai  
Founder/CFO



Brittany Pusateri  
Director of Operations



Sara Jonsson  
Events & Partnerships



Manoj Panda  
CSR & Grant Manager



Shweta Chooramani  
Development



Susannah Selnick  
Development



Olivia Pendergast  
Operations Manager



Mehrin Ahmed  
Marketing Coordinator



Susie McLoughlin  
Special Assistant



Neha Kanchan  
Program Manager



Padma Gohil  
Field Officer



Jinal Patel  
Field Officer



Shital Patel  
Field Officer



Trupti Patel  
Field Officer



Urmila Vasava  
Field Officer



Ranjan Gayakwad  
Field Officer



Kaushik Palsana  
Manager of Operations



Prashant Gupta  
Regional Coordinator



Hina Patel  
Data Manager



Pratik Patel  
Asani Technician



Megha Rathore  
Program Executive



Antara Mukherjee  
Program Executive



Chanchal Chaudhary  
Program Executive



Anagha Chidre  
Program Executive



Bijal Mistry  
Program Executive





Hina Gohil  
Program Coordinator



Hetal Patel  
Back Office Coordinator



Hemant Sharma  
Area Coordinator



Agna Patel  
Finance Officer



Sunita Patel  
Sewing Center Supervisor



Viral Ahir  
Driver

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