



ANNUAL REPORT 2022

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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. Our fiscal year, which is reflected in this report, is from July 2021 to June 2022. 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/Summer of 2021. We are proud of what we were able to accomplish in our FY 2022 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 acknowledge their extraordinary dedication and hard work. Just as the footprint of our work has expanded, so has our team at The Desai Foundation. We proudly work with over 50 team members around the globe, working hard to fight for the people we serve. We also work with nearly 500 Heroes, thanks to our Heroes for Humanity Program, that helps us reach the most remote villages across all our regions. Our team and our Heroes 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 The Desai Foundation has spent over 25 years fighting for, and we are determined to continue that mission.

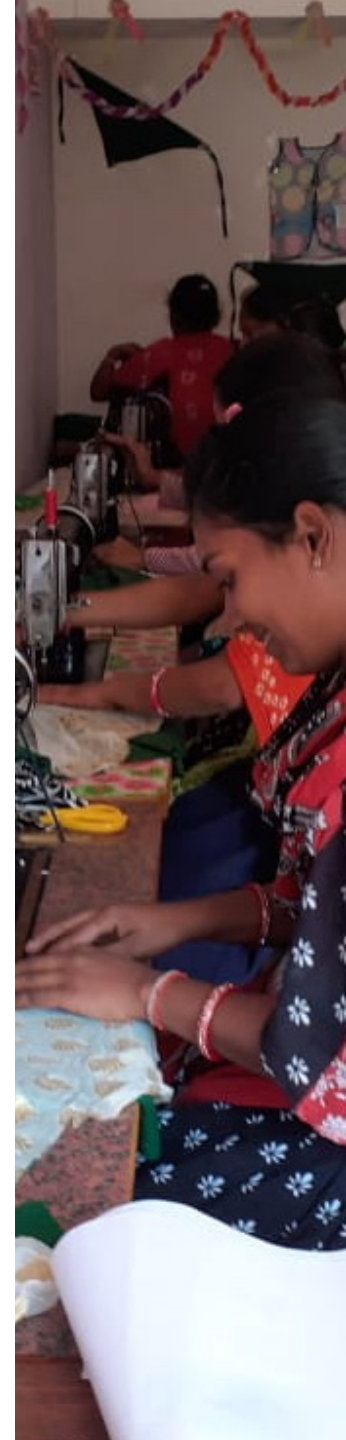
This year The Desai Foundation celebrates its 25th Year of Service. We are incredibly proud of this milestone. We spent 15 years incubating and perfecting programs as a family foundation, three years shifting to a public organization and building our team, and the last seven years scaling and implementing as a public programmatic NGO with all of you! We are so honored to have your support, your trust, and your shared passion for our work. We hope you are as excited as we are for the next 25!

Our work in health, livelihood and menstrual equity is more important than ever. We are so proud to serve eight states in India and to have impacted the lives of nearly 5 million over the last 25 years! None of our work is possibly without your support! Thank you!

Yours,
Megha Desai, President



Mittal Gohil, Executive Director





OUR MISSION

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

OUR STORY

CELEBRATING 25 YEARS OF SERVICE

Twenty-five years ago, Samir and Nilima Desai, originally from Gujarat, started The Desai Foundation as a small Boston-based family foundation with modest goals to serve the communities of Gujarat, New York, and Greater Boston that had served them. Samir and Nilima were most passionate about health, livelihood, and celebrating Indian culture, and it was those areas in which they focused their energies.

Over the next decade, we would go on to make a deep impact in those communities, whether it was through cultural celebrations like Sensational India at the Peabody Essex Museum, hosting health and wellness seminars in Massachusetts, or working with students at community impact in Morningside Heights & Harlem, New York City. Our expansive work in India started with just two communities in Gujarat, Talangpur, and Untdi. We began there by building community programming to elevate the community. **We experimented with a variety of different approaches, programs, and inputs and confirmed that our decision to work with women and children was indeed the right one to uplift the entire community.**

After ten years of successful partnerships, The Desai Foundation found itself getting more and more involved in its partner organizations and in building programming. It was helping to develop programs, expand regions, and launch successful pilot programs. We began to narrow our focus, and iterate these programs until we felt we had sustainable, scalable and impactful programs. The Desai Foundation converted to a public 501(c)(3) nonprofit with an arm in India called The Desai Foundation Trust. And with that shift, we became an operational, programmatic nonprofit.

The Desai Foundation is now a robust organization working to empower women and children through health and livelihood efforts in India and the U.S. The Desai Foundation believes that empowering local community members to run projects leads to the best results and that restoring dignity is at the center of helping people to dream beyond their circumstances.

The founding family still matches all individual donations, showing their deep commitment to and passion for the work and the process. We've also established our NGO status in India under The Desai Foundation Trust and work collaboratively with local partners in the regions we serve. 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 in us is why it works.



OUR FUTURE — AND YOU

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

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



LIVELIHOOD

We recognize livelihood not only as the capacity to generate income and pursue educational and vocational opportunities, but as the opportunity to live a fulfilling, purposeful life on one's own terms. We partner with organizations to provide youth mentorship, workshops, and vocational training. Participants develop skills as well as a strong sense of dignity.



WOMEN

We focus on women's empowerment because time and again, rural women in our programs reliably demonstrate that they are key to achieving transformational socio-economic changes in their communities, a requirement for sustainable rural development and overall economic productivity of a nation.**



CHILDREN

Children are our future leaders! The Desai Foundation provides quality education and enrichment programs to equip children with the knowledge to meet the many challenges shaping our world today so they'll be ready to lead our communities tomorrow.

Fundamentals

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

STRONG FUNDAMENTALS

We work in communities we know well who tell us what they need. Our programs result from conversations with the communities we serve.

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

Trusted and qualified local nonprofit/NGO partners help push our work and multiply our dollars so that credit for the work is spread out, which in turn builds morale and pride 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. Following evaluation, we make adjustments to programs as necessary so we can be confident in scaling them. Many of our programs are designed to scale. We do not seek public investment in these programs until they have been thoroughly piloted and vetted.

SUSTAINABLE DEVELOPMENT

We aim to solve long-term socio-economic problems and support sustainable, community-driven development. Our goal is to provide a strong foundation upon which communities can launch themselves, dream beyond their circumstances, and lead healthier and more economically stable lives.



Local Action, Global Connection

We tap resources in the communities we serve to ensure long-term progress and promote a spirit of local engagement. Inspiring the community to realize they have the power to shift their own circumstance is an important part of successful community development.

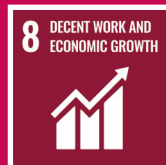
Our work also acknowledges the broader spectrum: how local community development generates global advancement. By operating under the objective of creating more inclusive societies, our goals not only support participatory action on the local level, but also intersect with the goals established by major 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 health, hygiene, and sanitation, and promote digital literacy.

By elevating health and livelihood standards for nearly five million rural folk in India, we address several of the UN Sustainable Development Goals: No Poverty, Good Health and Well-Being, Quality Education, Gender Equality, Decent Work and Economic Growth, and Reduced Inequalities.

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 equitable world. Together, we can empower those with the greatest need and potential and help strengthen at-risk communities.



Methodology

OUR METHOD

We believe innovation is at the root of all progress. Innovation is what drives The Desai Foundation's programming and pushes us to incubate, iterate, pilot, evaluate, and further scale programs across our regions for the most effective and powerful impact. As we flesh out a program concept, we take it for a test run. Then, after creating structure, evaluation, and a clear process around each program, we begin to scale. Because of the rigor with which we develop these models, they can scale quickly. Our method also relies on a fine balance between programmatic funding and supporting organizations. Finding the right partners on the ground ensures 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 quality of that service, the efficiency, depth of impact, and sustainability.

Over the last 25 years in rural India where most of our work is focused, we have had a significant impact on the lives of the people we serve around health, livelihood and menstrual equity. Our growth over the last six years is due to a 3-step process: 1) we build trust in the community; 2) we listen to the community and co-create programs they want; and 3) we develop strong local leadership for all our programs.

The people we serve and work with inspire, motivate, and lead us. By listening, evaluating, and iterating, we ensure that The Desai Foundation programs continually and effectively serve the needs of our communities.

Supporting women and children to #DreamBeyond their circumstances.



Our COVID-19 Response

HEROES FOR HUMANITY

Heroes for Humanity Celebrates Its First Anniversary!

In the spring of 2021, India was ravaged by a second devastating wave of COVID-19. In response, The Desai Foundation, together with S.P. Hinduja Banque Privée, launched Heroes for Humanity in June 2021, a new program to combat the spread of the coronavirus with an army of good in the communities that need it the most. We hired and trained nearly 500 community facilitators and deployed them into rural communities in the states of Rajasthan, Gujarat, Uttar Pradesh, Madhya Pradesh, Maharashtra, Odisha, and Tamil Nadu. These community facilitators, our celebrated Heroes, brought COVID-19 care and vaccine information, food and other supplies, health and hygiene information, menstruation hygiene education and sanitary pads, vocational programs, and more to underserved rural communities.

After only one year of operation, our Heroes have already reached nearly three million people with direct critical services, building capacity for resiliency against further challenges such as those brought on by global warming. While building capacity in the community, Heroes are also transformed into essential members of their communities, who seek them out for information and resources.

We've showcased Heroes for Humanity in a film made by filmmakers Shruti Ganguly and Honto88 and narrated by former Miss America and activist Nina Davuluri, which you can watch on our website.

www.thedesaifoundation.org/heroes

NEARLY

3M

BENEFITED IN SEVEN
STATES FROM DIRECT &
INDIRECT SERVICES



🚩 Heroes for Humanity

Our response to the COVID-19 crisis in India was informed by what we do best: support rural communities, women and children, and provide pathways to health, jobs, and dignity. Our ability to adapt and find solutions helped us expand our work to other regions with local NGOs who invited us into their communities to tackle the devastation and disruption from the crisis. This dramatically increased our reach and footprint in India.

In 2022, the Clinton Global Initiative, whose focus areas for the year are health equity and inclusive economic recovery and growth, recognized The Desai Foundation for its rapid scale-up of the Heroes for Humanity COVID-19 response program.

We were also honored to receive an Indian Achievers' Award presented by Indian Achievers' Forum. This was given to The Desai Foundation Trust for our overall work in the social sector which focuses on Health, Livelihood, Education and the COVID-19 pandemic.

We are so grateful to our incredible supporters for their outpouring of love and support. And we have many people to thank for our work in 2021, especially our Board Member Vikram Parekh and Executive Director (India) Mittal Gohil for their hard work; and our partners on the ground, without whom this work would not be possible.

We are committed to continue serving rural communities in India.



Heroes for Humanity

Outcomes 2021 - 2022



230K

**MATERIALS & SUPPLIES
DISTRIBUTED**

We've provided materials and supplies to support our communities, including food ration kits, medical and hygiene supplies, and much more.



16 MILLION

**RUPEES IN SALARY
PAID TO HEROES**

Heroes earned incomes which contributed to their financial independence and their family's quality of life.



33K

**REACHED WITH
VACCINATION CAMPS**

Vaccination Camps provide us with the opportunity to help people get the immunizations they need to guard against disease.



500

**HEROES TRAINED,
HIRED, & PAID**

500 Heroes, many of them women, earned incomes and became beacons of hope in their communities.



317K

**REACHED VIA HELP
DESK SERVICES**

Help Desk services connect the community to resources and government programs, provide vaccination information, and general livelihood guidance.



328K

**REACHED WITH MHM
AWARENESS CAMPS**

Menstrual Health & Hygiene awareness and access to menstrual products are key to raising health and livelihood outcomes for girls and women.

As a Hero for Heroes for Humanity, Nisha Helps Support Her Community, Her Family, & Herself

Nisha is a resident of Deoria District in Uttar Pradesh and a first-year BA student. Her father is paralyzed and does not work and her mother is a homemaker. She has two younger siblings. Nisha is the only one in her family who earns an income. She used to work in a small fabric shop where even after working all day, she did not get paid on time, which meant she couldn't buy medicines for her father or pay school and college fees for herself and her siblings. Sometimes she felt totally helpless.

When Nisha learned about The Desai Foundation Trust and the Heroes for Humanity program, she liked the concept, visited us, and was soon hired as a Hero. She is one of our most active Heroes and is always ready to face new challenges. Now, Nisha pays school fees on time with money she earns as a Hero and meets other basic needs with money she earns from sanitary napkin distribution. We are so proud of her achievements!



PROGRAMMING

SINCE GOING PUBLIC IN 2014...

5 MILLION
IMPACTED TOTAL

3.7M ASANI SANITARY
NAPKINS PRODUCED

2,500
COMMUNITIES
SERVED

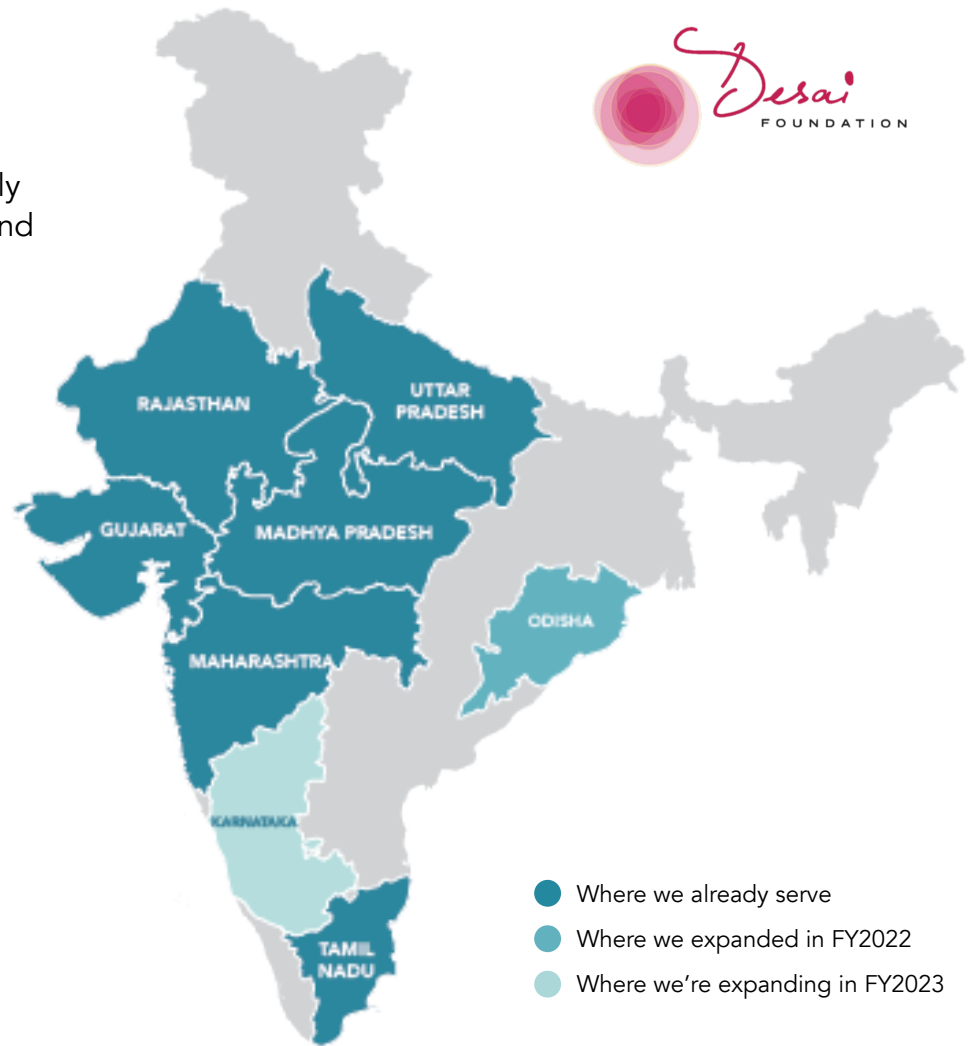
4,778
PEOPLE HAVE
ATTENDED OUR
FUNDRAISERS

Where We Work

In 2021-2022, The Desai Foundation provided programming in seven states across India. We are deeply honored to have been invited into these communities and look forward to strengthening our relationship with the communities and our local partners.

Our Programing Partners by State:

- Shubhamkaroti Foundation, Gujarat
- Gram Seva Trust, Gujarat
- IIT Gandhinagar, Gujarat
- Gram Vikas Trust, Gujarat
- Diwaliben Trust, Gujarat
- Untdi Vibhag Kelavni Mandal, Gujarat
- Yoganand Sarasvati Charitable Trust, Gujarat
- Purwanchal Sewa Sansthan, Uttar Pradesh
- Pahal Initiative for Social Change, Madhya Pradesh
- SPS INDIA Foundation, Tamil Nadu
- Network for Youth Development & Healthy Environment, Odisha



Three Verticals of Programming

1. Health Awareness & Services

Our regular programming addresses health, menstrual health and hygiene, and livelihood, and has been slightly modified to adjust to the COVID-19 reality. As with all our programming, we partner with local organizations and leaders who are well-positioned to ensure these programs remain sustainable over time.

2021-2022 IMPACT

- **290,445** Girls and women impacted by Menstrual Health & Hygiene Awareness camps
- **2.9K** Reached in General Health camps
- **6,190** Menstrual Health & Hygiene camps held
- **4,647** Children benefited from Health camps
- **610** Provided with Vision Care

ASANI SANITARY NAPKINS

The Asani Sanitary Napkin Program educates communities on menstrual health, hygiene, and management and increases access to low-cost, retail-quality sanitary pads. As a program for women by women, it also employs women to manufacture the sanitary pads and provides income-generating opportunities for those who wish to distribute the pads in their communities.

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 provide vision camps and vision care to every community member, including high quality vision services such as cataract surgeries, and items such as eyeglasses, eye drops, and more.

GYNEC CAMP

We conduct gynecology camps for women that include high-quality menstrual health services, pap smear tests, breast cancer awareness, and prenatal and post-natal check-ups.

HYGIENE CLASSES

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

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.



2. Education & Community Outreach

2021-2022 IMPACT

- **475** Student volunteers for Community Impact programs
- **34** Community Impact programs held
- **1,947** Total number students in Science & Math Secondary School
- **70%** Female graduates at Shantaben Vidhyabhavan (SV) school pursuing higher education

IIT GANDHINAGAR

We are proud to partner with IIT Gandhinagar's NYASA and NEEV programs in Gujarat to help transform the rural communities near the school. These programs use the resources present at the institute to help uplift their surrounding communities. Each year, 25-30 students from NYASA organize the Sanjeevani health camp for children and women living in neighboring villages. Activities include screening children for health-related issues, administering required vaccinations, 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. 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.

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 40 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 using 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 they would not otherwise have access to. The school has a waiting list to meet the demand.

Creative Learning Spaces

The Creative Learning Spaces program was 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 theoretical and practical classes. It provides a platform to rural children with 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 into their respective schools all of which has opened channels to the tech world for many children in rural Gujarat.

Three Verticals of Programming

3. Vocational Training & Livelihood

2021-2022 IMPACT

- 290K Women benefited from access to MHM awareness
- 6,428 Women taught vocational skills
- 3,069 Women currently earning income from Asani sanitary pads distribution
- 2,448 Women hired and trained to distribute Asani sanitary pads
- 1,885 Women taught to sew
- 1,577 Individuals taught to use computers

BEAUTY PARLOR SKILLS

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

SEWING CLASSES

We host a variety of vocational sewing programs across many of the regions we serve. Women learn the basics of sewing and how to make various styles of handbags, face masks, and much more. We intentionally grow these courses slowly. We've learned that vocational training is partly about economic empowerment and partly about cultivating dignity. We don't require that all participants take a job directly following completion of their training, since doing so may not be their ultimate goal.

COMPUTER CLASSES

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

ADDITIONAL PROGRAMS

Jewelry Making • Candle and Diya Making • Fine Chocolates Making • Sanitary Napkin Production • Personal Finance • English Language • Library and Research • Entrepreneurship and Business Management • Electrician Training • Plumbing Training • Welding Training



Beauty Parlor Skills & Entrepreneurial Training Helped Sunita Open Her Own Beauty Parlor

Sunita always wanted to own her own beauty parlor but due to her husband working abroad, this was never possible. Sunita was too busy taking care of their children and the household. Because she felt it was important to achieve some financial independence, she began working in the Asani Sanitary Napkin Program unit in 2017.

After a few months, she joined the Beauty Parlor class the Desai Foundation Trust offers. After training, Sunita began working in a beauty salon. Later, in 2020, she joined DFT's entrepreneur training program, which provided her with the skills to open her own beauty parlor! Today, Sunita is financially independent thanks to her business!



Asani Sanitary Napkin Program

The Asani program empowers girls and women to take control over their health, provides them with a livelihood, and enables girls to pursue higher education beyond the onset of menstruation.

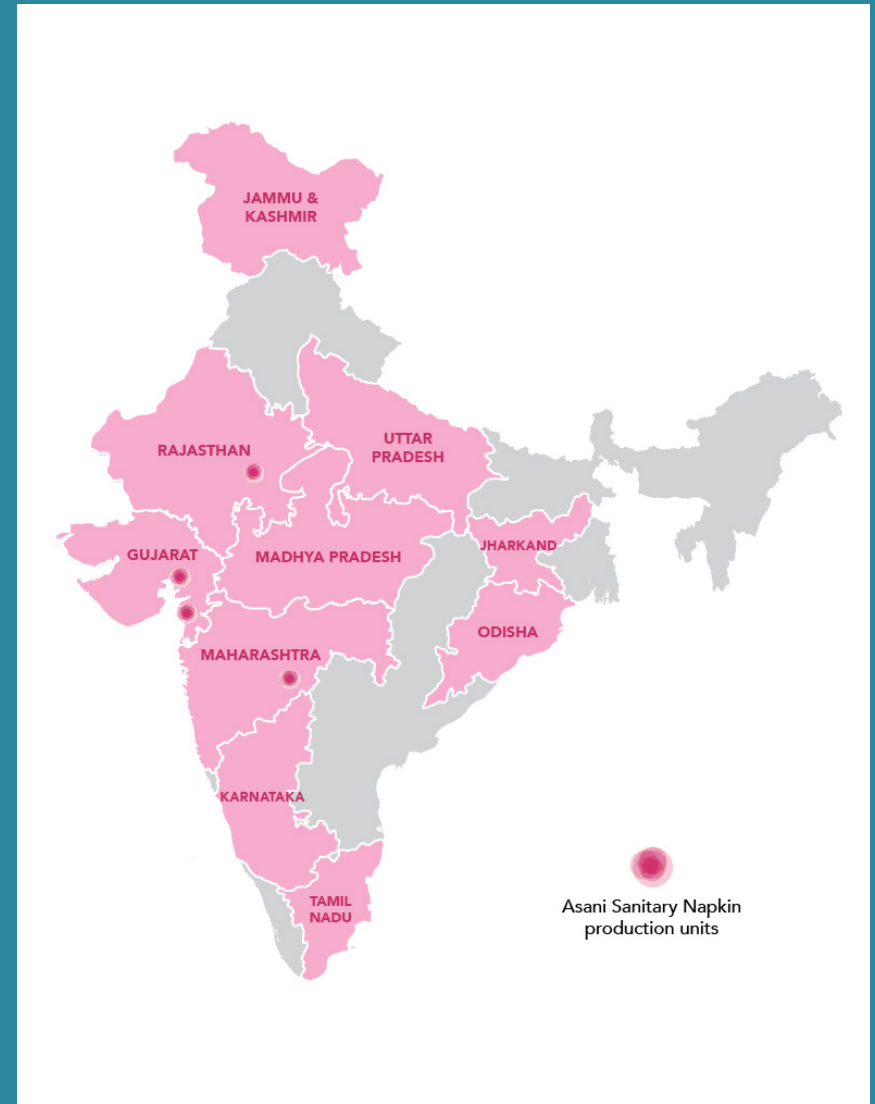
For 25 years, The Desai Foundation has been elevating the health and livelihood standards for women and girls in rural India. Menstrual health is a key component to raising health and livelihood standards in a country where 23 million girls drop out of school each year when they start menstruating.¹

To support health and wellbeing in rural communities, The Desai Foundation conducts health camps for women, children, and the general population where general and menstrual health information is shared and screenings for disease are offered. These are conducted in our centers, schools, and communities with topics ranging from menstrual hygiene, maternal health, nutrition, the importance of WASH, and much more.

In 2013 The Desai Foundation began Menstrual Health & Hygiene Management (MHM) awareness activities and sanitary pad production support. In 2017, the Asani Sanitary Napkin Program was officially launched.

2021-2022 IMPACT

379K women and girls reached through Menstrual Health & Hygiene Awareness (MHM)



Asani Sanitary Napkin Program

The Asani Sanitary Napkin Program was developed by women for women. In addition to offering MHM awareness activities, the program hires and trains women to manufacture and distribute retail-quality, low-cost sanitary napkins throughout their communities. Asani pads are gentle on the skin with high absorbency and 85% biodegradable by weight. In its MHM training, Asani teaches participants about safe and sanitary disposal methods to ensure an environmentally sound solution for the health of women and communities.

Today, The Desai Foundation operates four Asani production centers in three states in India. We are currently expanding our Sanitary Napkin Program with other partners. It is one of our most all-encompassing initiatives and we are very excited to expand it, making waves in social and health reform in the greater region.

The Asani Sanitary Napkin Program has received funding support from This is L (Procter & Gamble) and The Pad Project.



In 2022, the Asani Sanitary Napkin Program was awarded a **Bridgestone Mobility Social Impact Award** from Bridgestone India. This award identifies, recognizes, and promotes sustainable mobility innovations through advanced technologies and solutions in the field of social advancement.

2021-2022 IMPACT

Our Asani Sanitary Products have spread across the country through distribution, emergency relief efforts, and bulk sales. Below are highlights from Fiscal Year 2022!

1.2M Asani Sanitary Napkins Produced

130,000 Sanitary Napkins Distributed Free of Cost

2,400 Women Trained in Distribution

6,200 Menstrual Health & Hygiene Awareness Events Held

3,000 Women Earning Income from Asani

¹Dutta, Saptarshi. "23 Million Women Drop Out Of School Every Year When They Start Menstruating In India." SwachhIndia 2018. <https://swachhindia.ndtv.com/23-million-women-drop-out-of-school-every-year-when-they-start-menstruating-in-india-17838>



ମହାନଦୀ କଣ୍ଠ

HELP US!
END
PERIOD
STIGMA

Desai
Foundation

Thanks to Asani, Dakshaben Helps Support Her Family & Manages Her Own Money

Dakshaben is a mother of two children from a village near Untdi. Her husband works in Navsari, but what he earns is not enough to support the family. To supplement her family's income, she used to work on a farm where she earned Rs.150 per day. At that time, she used cloth to manage her periods because of poor access to other menstrual hygiene products.

In order to earn a better wage, Dakshaben began working at an Asani production unit. She earns more money at Asani than she did at the farm, which provides her and her family with an extra layer of financial stability. She's also gained some financial independence and happily manages money on her own without her husband's help.



2021-2022 IMPACT

NEARLY

3M

LIVES IMPACTED
DIRECTLY

(Up from 1.4M last year)

MORE THAN

1.2M

SANITARY NAPKINS
PRODUCED

(Up from 525K last year)

290K

REACHED WITH
MHM AWARENESS

(Up from 4.3K last year)

2.1M

IMPACTED WITH
COVID-19 SERVICES
(1.2M last year)

7.6K

CHILDREN ATTENDED
SUMMER CAMPS
(Up from 7.6K last year)

3K

W O M E N
EARNING INCOME
(From Asani Distribution)

US Impact

COMMUNITY IMPACT

Living With Purpose was designed as a 6-part series beginning in September 2022 addressing wellbeing and health in partnership with Middlesex Community College. Original scheduling challenges led us to postpone the series.

Community Impact (CI), a student-run organization at Columbia University, serves nearby underprivileged communities in New York City. FY23 is the final year of this collaboration.

THE YOUNG ENTREPRENEURS (TYE) BY TIE BOSTON

One of our core values is around exposure and entrepreneurship. The TYE program is offered by our long-time partners and collaborators at The Indus Entrepreneurs Boston. It is an in-depth program which provides entrepreneurship training and exposure to high school kids. As with all our programs, the goal isn't for these students to become entrepreneurs, but to help them find their voice, their passion, and teach them skills they can use for a lifetime.

MENSTRUAL EQUITY

Our Pledge Your Period campaign targets period poverty and period stigma in the US and India. In celebration of Menstrual Hygiene Day, we hosted a panel discussion with actress Ashley Greene, fashion designer Rachel Roy, Hummingway co-founder Olivia Khoury, U.S. Congresswoman (NY-06) Rep. Grace Meng, author Jennifer Weiss-Wolf, and The Desai Foundation President, Megha Desai.



MIDDLESEX
Community College





Fun-Filled Summer Camps Equip Students with Lifelong Skills

In Nanded, a total of 1740 students from the ages 5 to 16 attended a free summer camp arranged by the Desai Foundation Trust. The programming is intended to enhance the students' leadership skills, decision making skills, interpersonal skills, and athleticism. In addition, the camps were designed to cultivate awareness of hygiene and health.

To provide the best activities possible for the students, parents and school staff volunteered alongside camp staff to conduct daily review meetings. Throughout the camps' seven days, students took part in drawing, speech competitions, essay writing, cycling and more. The hope was that through dipping their toes in a variety of subjects, the children would be guided to discover their own talents.

By the end of the camp, schoolteachers, parents, and non-teaching staff praised the free program. Many parents asked for more events like this and assured their support for future ones!



Health

35K

CHILDREN
BENEFITED FROM
HEALTH AND
HYGIENE CLASS

40K

ADULTS
BENEFITED FROM
HEALTH CAMPS



In order to provide free, high quality medical services to the rural communities we serve, the Desai Foundation Trust regularly organizes health camps for residents of various districts. In the Parbhani district of Maharashtra, a one-day General Health Checkup and Awareness Camp was able to reach 185 people from nearby villages. A range of services were offered by the doctor, including routine medical check ups, hemoglobin tests, blood pressure check ups, and medicine distribution. These services help folks get attention at the right time, and understand small health problems before they become serious.

Livelihood

1.6K

STUDENTS TAUGHT
TO USE A COMPUTER



7.6K

CHILDREN ATTENDED
SUMMER CAMPS

6.4K

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 placements for every participant. Not every girl that goes to school goes to college. Not every child who has received hygiene education will live a disease-free life. And this is okay. Everyone is unique and has their own journey to make. The motivation behind all our work is to empower communities through foundational programming so that they may dream beyond their circumstances and lead healthy lives — whatever that means for them!

We are focused on two main areas to measure success:

1. Are we providing programs that meet communities' needs?
2. Do our programs cultivate dignity for the women, children, and families we are serving?

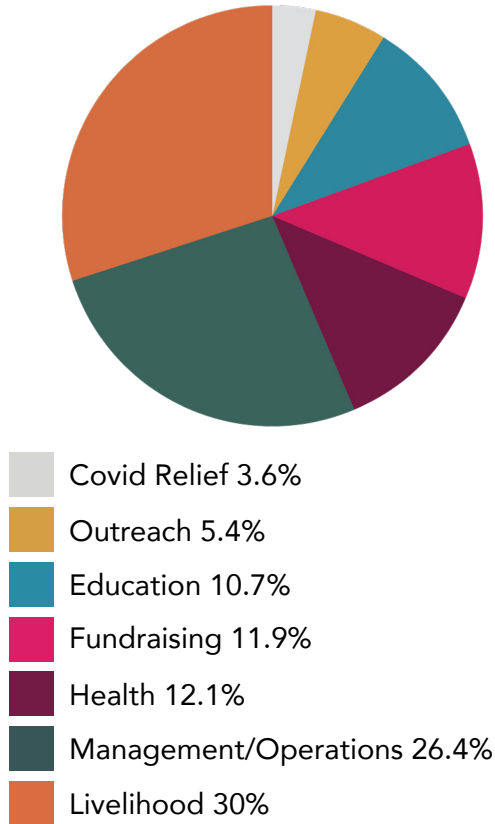
Sometimes the rupees in a woman's pocket are less important than the self-worth she feels after learning a skill. Our growth is intentionally slow to ensure we have time to evaluate our process and adjust as needed.

While we are cognizant of the importance of counting outputs, the value of some of the positive outcomes, such as raising a woman's self-esteem and self-worth, can't be measured.



Financials

BUDGET ALLOCATION



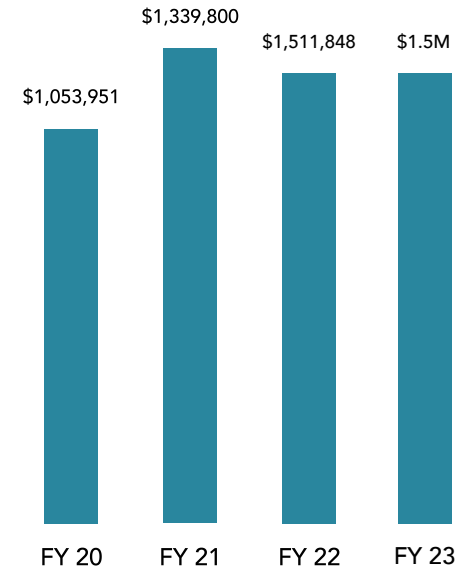
A Full Picture

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

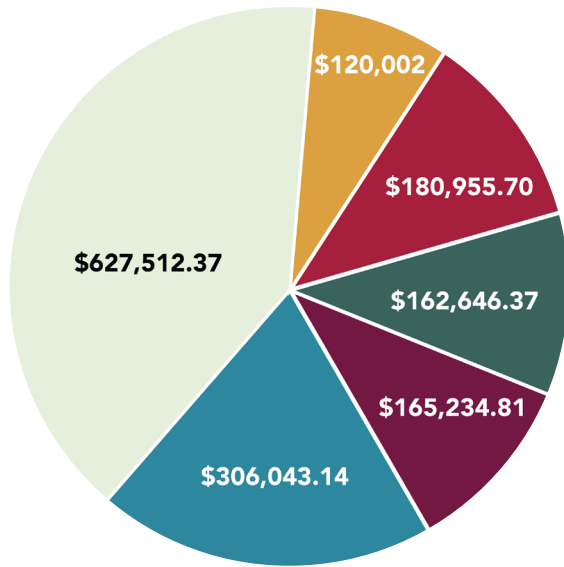
EVERY DOLLAR raised for the Desai Foundation from individuals will go directly to the work on the ground. Our overhead is covered by the initial endowment, Board of Directors, and corporate donors. We work hard to ensure maximum value for every dollar you generously trust with us.

Total Operational Spend: India & the US*



*FY 2022 NOTE: This Fiscal Year, our spending increased due to major expansions in programming and responding to the COVID-19 pandemic.

FY2022 Fundraising



THIS YEAR
WE ARE SUPPORTED BY
452 INDIVIDUALS
125 CORPORATIONS
10 FOUNDATIONS
TOTAL: 587

SINCE GOING PUBLIC IN 2014
7,200 DONORS HAVE SUPPORTED
DF SOCIAL SERVICES PROGRAMS

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.

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!

TURNING A
\$1
DONATION

OTHER
\$7
OF WORKING
CAPITAL



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

2022 Grants

We are honored to have our work validated by so many prominent organizations around the world and to have been awarded substantial grants in 2022 from these fine entities.



S.P. Hinduja Banque Privée



Tarsadia Foundation



PricewaterhouseCoopers
Chennai



Wend Collective Inc.



This is L (Procter & Gamble)



COVID Tech Connect



The Pad Project



Gujarat Alkalies and
Chemicals LTD



SCOR SE India



CryptoRelief



PNB Housing Finance LTD

2022 Platinum Donors

In FY 2022, we were grateful to have generous support from more than 587 individual, corporate, and foundational donors, who, together with matching grants from the founding family, brought our donations to more than \$1.5 million.

Below we list Platinum Donors who gave \$5,000 or more in this fiscal year.

Thank you so much to these incredible people, companies, and organizations!

Amar & Deepika Sawhney, Sawhney Family
Foundation

Brown Brothers Harriman & Co.

Gautam Shah

Hemant & Pallavi Mehta

Kay Cannon

Madavi & Gaugarin Oliver Foundation

Michelle Ranavat, Ranavat

Mir Arif, Blue Cloud Ventures

Mitali Patel

Nish & Jess Nistala

Nitigna Desai

Raj Sharma, The Sharma Group, Merrill Lynch

Rupal Patel

Sandeep & Neeta Shah

The Bachelder Group, Morgan Stanley

Thomas Arul

Venkat & Pratima Srinivasan

Vivek & Vandana Sharma Family Fund



RANAVAT



BROWN 
BROTHERS
HARRIMAN

Morgan Stanley

PRIVATE WEALTH MANAGEMENT

2022 Donors

Since our launch in 2014 as a nonprofit 501(c)(3), we've been honored with the support of 7,200 individual donors. We are grateful for all of you - whether you donated \$5 for a Pledge Your Period Campaign, or donated for our COVID Relief, or at one of our events to support our programming. We would like to highlight a selection of those donors who gifted us over \$1,000. Thank you!

Ajit Kothari
American Online Giving
Foundation, Inc.
Anu Bandopadhyay
Archan Basu
Arora Foundation
Barry Ashar
Chetan Shah
Christie & Joe Marchese
Devesh Gandhi
Dinesh & Ketki Tanna
Gaurav Mallik
Goldman Sachs
International Arts &
Philanthropy Foundation
Javeri Indu, Indu
Foundation

Joshua Patel
Jay Patel, Yogi Raj Corp.
Katherine Brobeck
Michael & Mary Alexander
Michael Volpe
Miraj & Ami Patel
Neeharika Mehta
NIKE
Peter & Karen Schroer
Phenomenal Fund
Pooja Devendran
Pooja Midha
Pranav Gill
Priti Panchal
Raj Rajgopal
Rakesh & Deval Kamdar
Rich Nadler

Sangeeta Mudnal
Sling TV
Steadfast Financial
Sudhir Shah
Surendra Shah
Tejapaul Bhatia
Thomas Hyland
TripAdvisor
Trudy Collings
Yash & Jigna Shah Family
Foundation
Zenobia Moochhala

Desai Foundation Events



Our annual fundraising gala was held at the Peabody Essex Museum on November 17, 2021. We enjoyed inspirational words from Suketu Mehta and Karam Hinduja, had a live auction hosted by the incredible CK Swett, and listened to the beautiful music of Sonia Rao! Despite this year having the smallest Lotus Festival (due to COVID restrictions), the funds raised on this evening went above and beyond thanks to your enthusiastic support!



We were thrilled to celebrate Diwali on the Hudson on October 22, 2021 with dancing, dining, and celebrating together just like we used to! Diwali on the Hudson attracted celebrities and change-makers all at the top of their industry and field. We danced the night away to DJ Suhel's beats and enjoyed performances from Grammy Winner Falu Shah, Ashni Mehta, Meah Pace, and the Resistance Revival Chorus!

Brand & Event Partners

Major Sponsors

Ranavat
American Airlines

Event Partners

1947 Premium Lager
Aayka Fashion
Action Tours
ARM Nutrition
Ashni Dave
Caleb Spaulding
Chai Mommas
CK Swett
Desi Galli Indian Street
Food
DJ Suhel
Ganga Mala
Gordon's Fine Wines &
Liquors
Gorjana Jewelry
Gourmet Catering
HK Hall

Holi Chic
Hummingway
Inde Wild
J'Adore Andy Photography
KD Stories
Lingua Franca
Live Tinted
Love Wines
LUSH
Kabloom
Masala Bhangra Fitness
Max Arellano Videography
Modi Toys
Modo Yoga Winnepeg
Paavani Ayurveda
Peabody Essex Museum
Pervez Taufiq Photography
& Videography
Rajbhog Foods
Resistance Revival Chorus
Rukus Avenue Radio
Sling TV
Sonia Rao
South Asian Art Gallery

Suketu Mehta
Trip Advisor
Tuckered Out Podcast
Umeedh Jewelry
Vodka Mariette



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



Friends That Held Fundraisers

The second-wave of COVID-19 which hit India was catastrophic. Thanks to so many of you, including the following friends who held fundraisers on our behalf, we raised more than \$60,000 for COVID-19 relief and recovery.

Adam Morsy
Adesh Mehta
Aditi Wamorkar & Colleen Marie
Bookish Behavior
Brown Girl Therapy
Chai Mommas & Unity SME
Chinyere Ibeh
Courtney Bristow
Divya Joseph
Drink Resilience
Flora Mye
Ganga Mala
Gee Thanks Just Bought It
Gemma Brand-Wolf
Hiren Desai
Iyengar Yoga Institute
Jaipur Kitchen
Joe Mande
KBKC Yoga
Keystone National Properties
Ladki Power
Linda Nenne Wiksten
Love in Action with Deepak Chopra

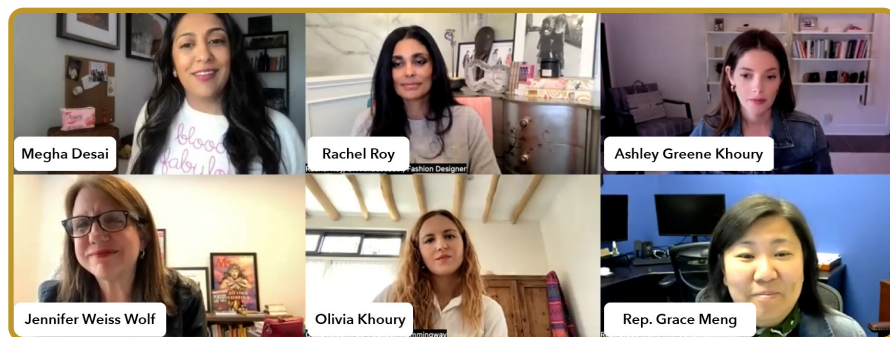
Madhuri Sardeshpande
Mahendra Thanniru
Manduka
Manthan Agrawal
Masala My Life
Modo Yoga NYC
Nandini Singh
Nordic Naturals
PAAVANI Ayurveda
Priya Parikh
Raghav Thapar
Raina & James Gardiner
Sarena Udani
Spirit Warrior
Suchandran Vullengala
Taza Ayurveda
Thara Natalie & Jay Sean
TripAdvisor
Untamed Yoga
Violet Lumani
YFBPodcast
Yoga Studios



Pledge Your Period 2022

This year the #PledgeYourPeriod Challenge asked everyone to show themselves breaking period stigmas to help end the cycle of stigma and poverty! We had a reach of over 22 Million via Instagram and TikTok this year, over 200 people posted, and we raised over \$6,000. The Hollywood Reporter also featured our Panel on Menstrual Empowerment, for which we partnered with celebrities like Ashley Greene, Congresswoman Grace Meng (NY-06), and Rachel Roy, to name a few. Gifts to the PYP campaign go to support our flagship Asani Sanitary Napkin Program.

A Panel on Menstrual Empowerment May 26, 2022



FEATURING:

Megha Desai, *Desai Foundation President*
Jennifer Weiss Wolf, *Author, Period Equity Co-Founder*
Rep. Grace Meng, *U.S. Congresswoman (NY-06)*
Rachel Roy, *UN Ambassador, Fashion Designer*
Ashley Greene Khoury, *Actress, Hummingway Co-Founder*
Olivia Khoury, *Hummingway Co-Founder*

Panel Featured in The Hollywood Reporter

THE
Hollywood
REPORTER

#PledgeYourPeriod Challenge Social Media Mentions



RACHEL ROY
FASHION DESIGNER



SHUMI BRODY
CONTENT CREATOR



NITIKA CHOPRA
ACTIVIST & FOUNDER
OF CHRONICON



Implementing 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.



SHREE YOGANAND SARASWATI EDUCATION & MEDICAL RELIEF TRUST helped to build our first community center and bring our programming to the Talangpur 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.



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.

Implementing Partners



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 is majorly formed to bring positive change to the present scenarios. It consists of young social workforces who are determined towards Humanitarian, Gender, & Child focused development in under privileged sections of the society.

IMPLEMENTING PARTNERS - HEROES FOR HUMANITY

Heroes for Humanity expanded this year providing crucial health and livelihood services to new communities. Below, some of dedicated partners share their experiences implementing the program.



Partner Highlight: CULP, Rajasthan

"Finding volunteers for short-term engagement was the biggest challenge. But ultimately when we worked with 80 enthusiastic volunteers and reached 207 villages, it was a new achievement for our organization. We believe the management support of Desai Foundation Trust made it easy for us."

— Dr. O.P. Kulhari



Partner Highlight: Pahal, Madhya Pradesh

"The Desai Foundation Trust helped us achieve the commitments beyond what we expected and opened a new perspective for us to view the need of people. Now, more people from the community connect with us and want us to continue our program."

— Kamlesh Chouhan



Partner Highlight: SPS India Foundation, Tamil Nadu

"Looking at the terrain, the numbers were the biggest fear for us. But at the end when we analyzed our achievement we couldn't believe it. In the process Desai Foundation Trust always kept us motivated and helped in creating real-time strategies."

— Fr. Selva Kumar



Partner Highlight: Shubham Karoti Foundation, Maharashtra

"Execution during pandemic was the biggest fear for me. Our entire organization was fearful of the challenges. However, to our surprise the way Desai Foundation Trust executed the program made us more comfortable. At the end we finally were able to solve community problems of community related to the pandemic of which we were initially scared."

— Kiran Choudhary

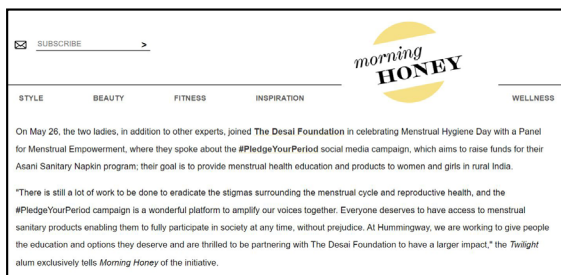
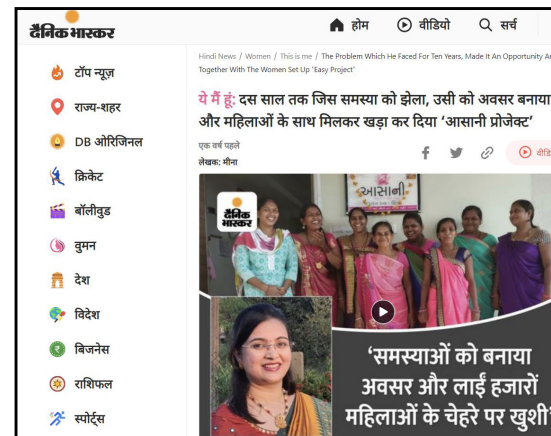
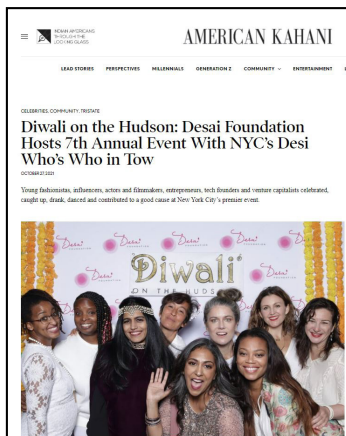
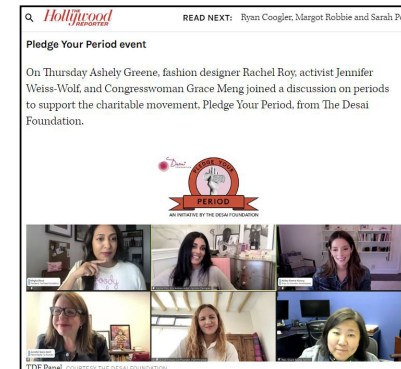


Partner Highlight: Purvanchal Seva Sansthan, Uttar Pradesh

"With the design support and continuous handholding from Desai Foundation Trust, I feel amazed. We have successfully transformed hundreds of women and many were the first-time earners because of the Heroes for Humanity program."

— Sanjay Pandey

Media





Our Team



Megha Desai
President



Mittal Gohil
Executive Director



Yati Desai
Regional Director



Kiran Ravarani
Program Executive



Samir Desai
Founder/CFO



Brittany Pusateri
Director of Operations



Sara Jonsson
Events & Partnerships



Olivia Pendergast
Operations Manager



Manoj Panda
CSR & Grant Manager



Susannah Selnick
Development



Leila Barakat
Development



Mehrin Ahmed
Marketing Coordinator



Rachel Wheeler
Marketing Intern



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



Pranav Pratap Singh
Program Executive



Bijal Mistry
Program Executive



Atul Singh
Regional Coordinator



Asha Sharma
Data Operator



Balakrushna Bisoi
Area Coordinator



Megha Chouhan
Area Coordinator



Rameshvari Mahla
Asani Area Coordinator



Hetal Patel
Back Office Coordinator



Agna Patel
Finance Officer



Payal Prajapati
Program Coordinator



Divyanshi Pandey
Area Coordinator



Sangeeta A.
Area Coordinator



Prnali Thool
Program Coordinator



Jasmin Panchal
Program Executive



Tushar Patel
Driver

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Singer & Activist



Moha Desai
Board of Directors, USA
Healthcare Strategist



Santhana Krishnan
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Sindhya Valloppillil
Board of Directors, USA
CEO of Skin Dossier



Yash Shah
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Board of Directors, India
Risk & Compliance at
TCS



Vikram Parekh
Board of Directors, India



Kiran Desai
Board of Directors, India

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Co-Founder and CEO
at Novolux



Ilana Finley
VP, Global
Communications at
Converse



Jenny Patel
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Design, Inc.



Petra Dizdar
President of
Handshake



Neha Sodhi
VP, Diversity & Inclusion
at Morgan Stanley



Joshua Patel
Healthcare Activist



Ishita Agrawal
Creative Experiential
Technologist



Nitasha Mehta
Sr. Director of Brand
Partnerships at Boxed

ADVISORS



Nishit Acharya
CEO of Equal Innovation



Kim Shah
CEO of Creda Health
Inc and KnowYourMeds



Deepika Sawhney
Leader in Education



Kara Gustafson
Economic Impact
Specialist



Eshani Shah
Co-Owner S4, Inc.



Rakesh Kamdar
Founder of DB
Healthcare, Inc.



Vikas Desai
Medical Intervention
Specialist

Ways to Give



Send a check to:
The Desai Foundation
300 Tradecenter Dr., Suite 3450
Woburn, MA 01801

Or visit: thedesaifoundation.org/donate-now

Your Support Empowers Women & Girls to #DreamBeyond

Do you want to support women and girls in rural India to dream beyond their circumstances?

There are many ways you can join us in this mission!

Visit our webpage to get started: www.TheDesaiFoundation.org/donate-now

DONATE

Cryptocurrency – Donating cryptocurrency is a non-taxable event, meaning you can deduct it on your taxes.

Donate to Specific Programs –

- Heroes for Humanity & COVID-19 Recovery
- Health Camp for 500 Children
- Sewing Lessons for 20 Women
- Year's Worth of Lab Supplies for 8 Students
- 2 Women's Orientation in Sanitary Napkin Program

Donate in Someone's Honor

Matching Gift Programs – If your company has a matching gift program, apply for a matching gift and increase your impact!

Corporate Social Responsibility Programs – If your company has a CSI program, introduce them to our work and encourage them to make a gift.

Donate Products – A lot of our work requires equipment and goods that you may be able to provide (books, computers, etc).

SHOP

Amazon Smile – A portion of your purchases from Amazon will be donated to The Desai Foundation! Start the process through selecting The Desai Foundation on our website.

Brand Partners – A portion of your purchases from Ranavat, Heritage Supply Co., Modi Toys, Spicewell, HoliChic, and Floyd Cardoz Legacy Masalas, produced in partnership with Burlap & Barrel Single Origin Spices, will be donated to The Desai Foundation.

Buy a "Bloody Fabulous" Sweater from Lingua Franca

TAKE ACTION

Pledge Your Period – Join the campaign on social media during the campaign and all year round!

Host a Cocktails & Chaat party – We provide the toolkit!

Donate Your Birthday – Creating a birthday campaign is a piece of cake. We'll walk you through the steps!

Volunteer – Contribute time, ideas and energy to our causes. You might even get school credit!

Intern – Enhance your skills and knowledge with an internship while also contributing to a greater cause.

Empower us to empower them — and watch the magic happen!



JOIN US!
EMAIL: INFO@THEDESAIFOUNDATION.ORG
WWW.THEDESAIFOUNDATION.ORG