



ANNUAL REPORT 2020

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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's because of your support that we were able to provide health and livelihood opportunities to so many.

Our fiscal year, which is reflected in this report, is from July 2019 to June 2020. So as you can imagine, I write this note in a very different time than where the year began. The first half of this year were filled with incredible momentum and growth. We expanded our reach to dozens of more communities, we brought on new partners and expanded our programming, we began making headway on an ambitious project to bring menstrual health to the American Prison system, and we expanded our team both in the United States and in India. And then March 2020 began.

Since March, like everyone around the world, our focus shifted dramatically, in response to the COVID-19 pandemic. With the health and livelihood systems stretched to the limits, lockdowns, confusion and fear making things difficult to accomplish, economic uncertainty, and the spread of the virus - the Desai Foundation team knew it had to step up and rise to the occasion. We had to cancel or postpone over 100 already scheduled programs. And as most organizations like ours were contracting and laying people off - we decided to expand, and hire more people - because we knew that our work was more important than ever. We immediately went to work doing everything we could to be a part of the solution - even if it meant stepping outside our usual ways of working. Our focus was on getting hygiene products (including menstrual care), food, masks and jobs to as many people as possible in the US and India.

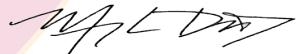
I have never been prouder to be a part of the Desai Foundation - and immensely proud of our team of 30 dedicated souls fighting for the empowerment and health of women and children. Our team is made up of creative, talented, and resilient folks that despite the chaos of the world around them, were able to roll up their sleeves and focus on serving others. We also never relied so heavily on our dozens of advisors and board members to provide critical feedback and help us navigate this time.

The pandemic tried to take our health and our livelihoods. The thing that the Desai Foundation has spent over 20 years fighting for — and we aren't going to stop now.

This year has been tough, but we have still managed to make a sizable impact, and we aren't even close to finished with what we hope to accomplish in the next year. We understand that your donations this year are focused on COVID relief — and we want you to know — that so are we. As the world opens up, we have re-organized the priorities of our programs to emphasize those that respond to health/hygiene issues and on economic recovery first. Your support this year, means more than ever. And we thank you for your generous contributions to make that possible.

Thank you for helping us reach thousands of people this fiscal year in the US and India to #DreamBeyond their circumstances!

Yours,



Megha Desai, President

The Desai Foundation's Fiscal Year as reflected here is from July 1, 2019-June 30, 2020





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 ability to learn. Over the last 23 years, we have significantly improved access to health services, educational programs, and vocational opportunities. Our growth over the last five 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.

NOT JUST A FAMILY AFFAIR

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

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. 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.

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 test program is set up to ensure its effectiveness and to understand its impact. We make adjustments to these programs when necessary so we can be confident in expanding them.

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.



Our COVID-19 Response

The global COVID-19 pandemic has changed everyone's lives. It's rare that a single event has such a global impact. Naturally, the work at the Desai Foundation was impacted too. The virus tried to take from everyone around the world — their health and their livelihood — our two main areas of focus. And underserved populations, including women and people of color, have been even more severely impacted.

In our areas of focus — the United States and in India — the needs were different, but not that different. In the US, we watched as people struggled to put food on the table as a nation shut down, and millions of jobs were lost. In India, the women in our villages are unable to earn their daily income, which has caused a major setback to their financial and physical wellbeing.

We decided to rise to the occasion and protect the health and livelihood of the communities we serve. **We pivoted from our regular programs, and implemented**



innovative and relevant programs. This also means that we deviated from our normal ways of working because we knew it was the right thing to do. We are not in the business of writing grants to organizations — and it is not something we anticipate doing in the future. As we had to postpone so many of our regularly scheduled programs for which we had already budgeted, we took some of the funding dedicated to those programs and directed them to organizations that we thoroughly vetted to try to help ease the immediately devastating need for **food, masks, personal care products and jobs.**

Our innovative model allowed us to pivot on many fronts to make a significant impact. We were able to activate hundreds of women we have on the ground in rural communities and put them to work making hand sewn 2-ply reusable masks. We began making and distributing **100,000 masks a month** to vulnerable communities. We worked with local companies making **3-ply surgical masks** to help them attach the tricky ear-loops, by activating many of the women in our Asani Sanitary Napkin program. We distributed **thousands of Sanitary Napkins** to women who couldn't leave their homes. And we worked with local partners to distribute food to those struggling to make ends meet.

We are proud of our ability to adapt to and rise to the occasion. And we anticipate continuing to be a part of the fight in 2021. Thank you for those of you that have had a direct impact on making this work possible.



AN INITIATIVE TO INSPIRE HEALTH, OPPORTUNITY, PERSEVERANCE & EMPOWERMENT by the Desai Foundation Trust

The Problem:

The current health crisis has had a disproportionately negative effect on the **underserved communities** we work with in rural India. Many have lost their livelihood and do not have access to health care supplies, let alone face masks which are necessary to slow the spread of COVID-19.

Our Solution:

Since April, the Desai Foundation Trust has trained women in rural communities to sew and freely distribute face masks. From April to June 30, we have trained **180+ women** and freely distributed over **300,000 hand-sewn masks**.



Our Pledge:

TO TRAIN
200+
MORE WOMEN

MAKE + DISTRIBUTE
100,000
MASKS PER MONTH

(UNTIL NO LONGER NECESSARY)

PROGRAMMING

SINCE GOING PUBLIC IN 2014...

870 COMMUNITIES SERVED | **3,900+** PEOPLE HAVE ATTENDED OUR FUNDRAISERS

WE ARE SUPPORTED BY
3,500 INDIVIDUALS
142 CORPORATIONS
59 NON-GOVERNMENT ORGANIZATIONS

Manuben is a **38 year old widow** who lives in the Bharuch District with her two children. Currently, she is working as an Asha worker, and she joined the Asani team as a distribution agent to earn some extra income for her family. **She sells 50 to 60 Asani packets each month.** She also discusses Asani with other women from different villages and encourages them to join the team. Manuben shared that **she feels proud to be able to provide high quality sanitary napkins** to rural women and to spread awareness about menstrual hygiene management.



Health Awareness & Services

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 **987 students** from **20 surrounding 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 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.



Monal lives in Nabipur village in Bharuch. She studied until 10th standard, but after that, she couldn't continue her studies because of the poor financial condition of her family. She wanted to take beauty parlor classes in order to earn money and contribute to her family, but the fees to attend were too high.

Then, she became aware of our beauty parlor, but seeing as it wouldn't be safe for her to travel to them alone, she motivated other girls from her village to join the class and learn new skills with her. She regularly attended classes and learned threading, makeup, facial, hairstyling, sari styling, manicure pedicure, etc.

Now, she serves many customers in her local community and nearby villages, especially during the marriage season, and earns **Rs 2000 to 2500** in a month. Her dream is to open her own beauty parlor in her village someday!

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

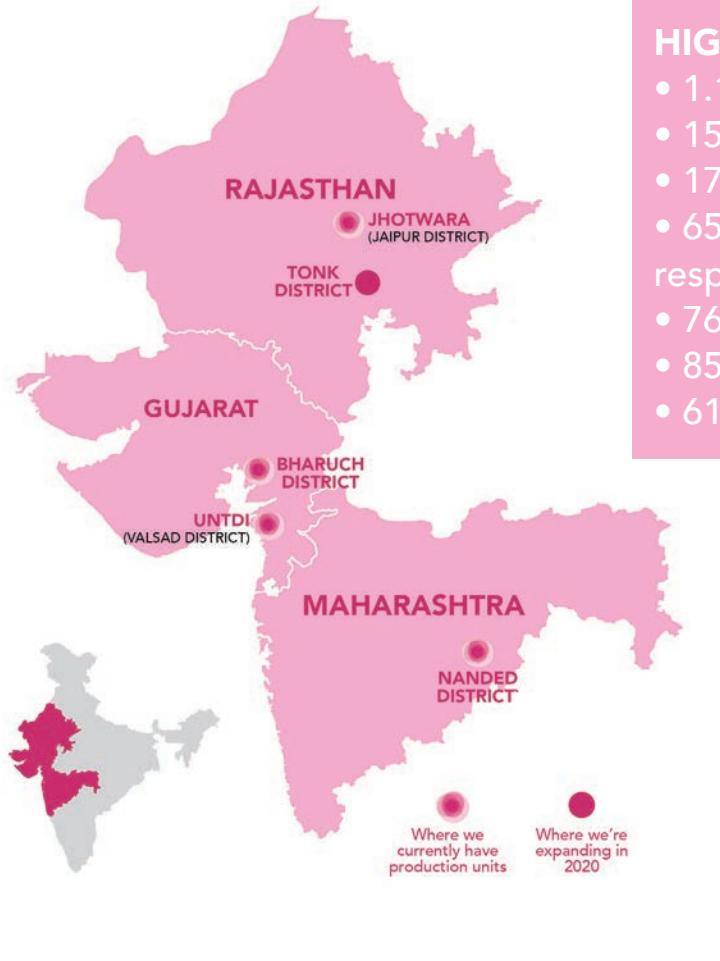
SEWING CLASSES

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

- 1.1M+ napkins produced total
- 15,000 napkins per day capacity (up from 5,000 last year)
- 17,000+ women reached
- 65,680 pads distributed for free as part of COVID response
- 760 women trained/ 378 women working
- 85+ local schools with regular MHM programming
- 612 menstrual hygiene management seminars conducted

The Asani Sanitary Napkin program trains women to manufacture and distribute high quality, low cost sanitary napkins through 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 both the Pad Project and the Jochnick Foundation this year!



SARAL DESIGNS

Nanded Spotlight

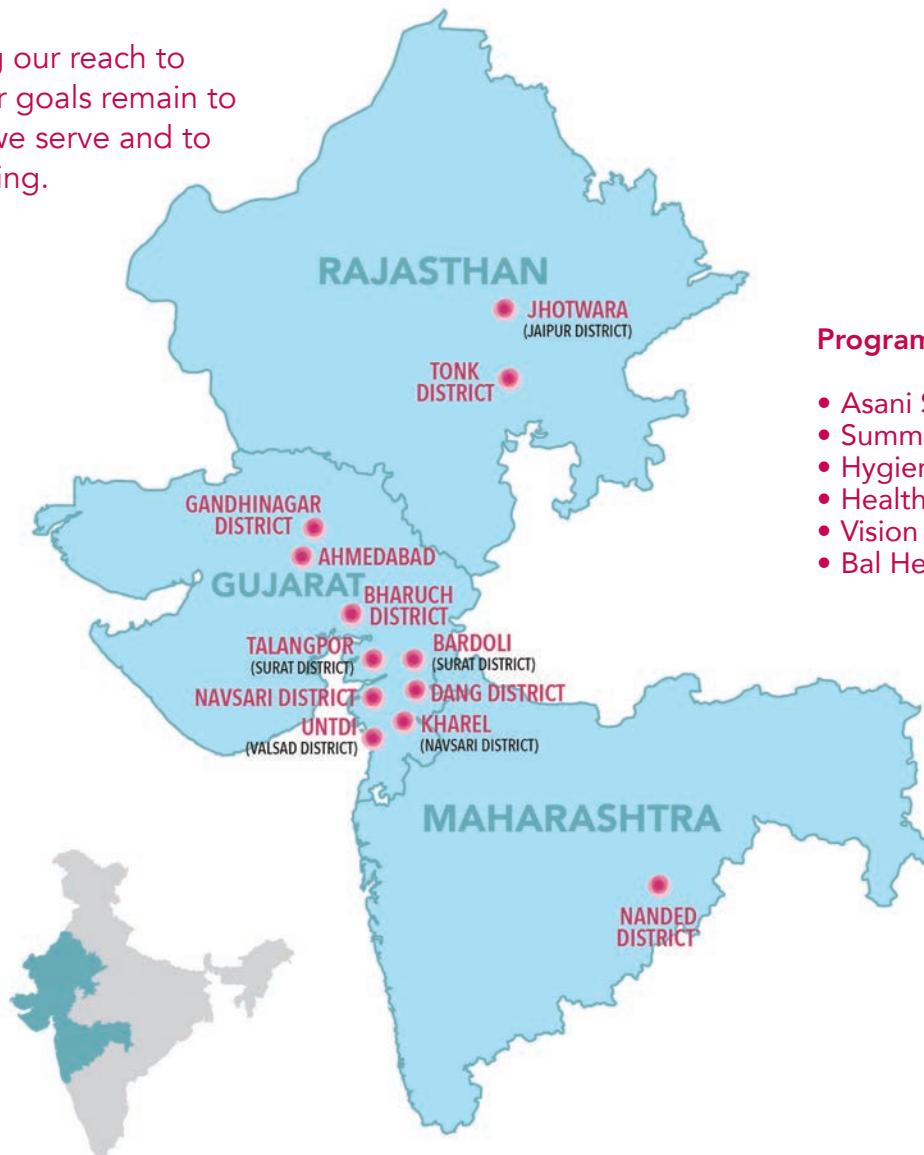
In October 2019, the Desai Foundation partnered with **Shubhamkaroti Foundation** in the Nanded district, Maharashtra with an objective to expand our Asani Sanitary Napkin and other programs for women and children in rural communities. Shubhamkaroti is a non-profit organisation working in health and women rights issues in rural Maharashtra which helped us launch our fourth Asani Sanitary Napkin production unit!

At present, there are ten women working in the production unit and twelve women work as distribution specialists. In just ten months, we have manufactured over **200,000 pads**, distributed over 50,000 pads in four blocks — Nanded, Vasmat, Manvat and Kalmnuri — and reached over **1600 women and girls!** They have also implemented our Masks of HOPE project and are employing women from the villages in Nanded to make hand-sewn face masks, which are further distributed across various districts in Maharashtra.



We're Expanding!

We are thrilled to be expanding our reach to Rajasthan and Maharashtra. Our goals remain to bring quality services to those we serve and to expand our scalable programming.

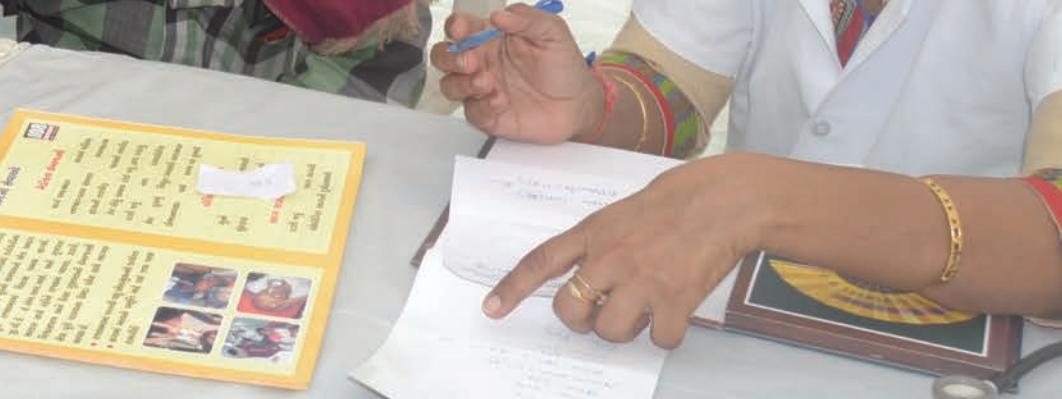


Programs We Are Expanding

- Asani Sanitary Napkin Program
- Summer Camps
- Hygiene Training Program
- Health Camps
- Vision + Gynecology
- Bal Health Mela



Jyoti is a 23 year old from a small village in Gujarat. When she attended our health camp, she was malnourished due to lack of nutritional foods, which leads to irregular periods and other health problems. She also had severe pain during menstruation. In the Camp, **she received a free check up, blood test, medicine and counselling.** Her blood level has improved and now she gets regular periods.



2020 IMPACT

106K

NUMBER OF LIVES
DIRECTLY IMPACTED

MORE THAN

1M

SANITARY NAPKINS
PRODUCED

25K

WOMEN RECEIVED
VOCATIONAL TRAINING

877

ATTENDED
EYE CAMPS

9K

PEOPLE IMPACTED BY
THE CI PROGRAMS AT
COLUMBIA UNIVERSITY
A N N U A L L Y

2.5K

CHILDREN ATTENDED
KIDS HEALTH CAMPS
(BAL HEALTH MELA)

US Impact

HEALTH EDUCATION & AWARENESS LEAGUE (HEAL)

Volunteers create a curriculum promoting health awareness among middle-school children in Harlem. Through HEAL's dynamic and interactive presentations, children are given information on preventative health, nutrition, drugs, careers in health professions and other relevant topics.

PROJECT FOR THE HOMELESS (PFH) staffs two homeless shelters 6 nights each week. Pairs of volunteers, who stay in adjacent quarters, help direct shelter operations, prepare meals, and interact with clients.



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TASC (GED) PROGRAM

Helps adults achieve high school equivalency diplomas and move on to college and/or employment. Using videos, volunteers help adult learners understand basic concepts and overcome the anxiety so many associate with learning math.

LIVING WITH PURPOSE

A Boston-area workshop series designed to help teenagers better prepare themselves to achieve success in existing social, academic, family, and professional settings. The first workshop would have featured Professor of Medicine and Best Selling Author Dr. Sanjiv Chopra but had to be cancelled due to COVID-19.



PADS FOR PRISONS

Our Asani Sanitary Napkin project in India is one of our most successful. We wanted to bring the knowledge, skills and experience we have had to America. The challenges facing access and awareness in the United States affect populations across the country. These people are mostly women in prisons and jails, the homeless & young women in the foster and juvenile system.

Did you know that in 45 States women in prisons and jails have to pay for their menstrual products like pads and tampons? We believe this is a crime. How can these institutions charge people for something they cannot control?

In 2020, the Desai Foundation was supposed to launch an ambitious project to help change this problem, and provide access to information and products to other vulnerable populations. Due to the COVID pandemic, all the partners that we had aligned had to focus their energy on protecting people from the virus. So we have had to shift this program to 2021. We spent a lot of time working to develop this program, and are primed to launch.

India Impact

In 2020, we served a population of over **982,000** in India, both directly by providing services in health, vocational training, and schooling, and indirectly through our outreach. Our outreach through universities and community centers promotes awareness for health and other vital resources and creates spaces to support both individual and communal advancement. We are working to expand our reach, ensuring that our services are accessible to thousands of others in neighboring regions.

Location	Villages	Reach
BANSTHALI UNIVERSITY	50	100k
DIWALIBEN TRUST	284	472k
GRAM SEVA TRUST	107	200k
GRAM VIKAS TRUST	200	300k
HANSA COMMUNITY DEVELOPMENT CENTER	15	25k
IIT GANDHIN GAR	15	20k
SHANTABEN VIDHYABHAVAN	75	150k
SHREE YOGANANDA SARASWATI TRUST	15	25K
SHUBHAMKAROTI FOUNDATION	70	100k
UNTDI KELVANI MANDAL	75	150K
UKA UNIVERSITY	10	10k

= **1.4M**
TOTAL REACH

Health

417

WOMEN ATTENDED
GYNEC CAMPS

2.5K

CHILDREN ATTENDED
KIDS HEALTH CAMPS
(BAL HEALTH MELA)

770

ATTENDED WOMEN'S
GENERAL HEALTH CAMPS



Lilaben had low eye sight due to an undiagnosed cataract and couldn't afford the cost of going to a hospital. Luckily, she received a proper diagnosis at one of our Eye Camps, and our partner Rotary Eye Hospital Navsari, **performed the cataract operation free of cost!**

Livelihood

149

STUDENTS TAUGHT
TO USE A COMPUTER



1,000

K-12 STUDENTS
ENROLLED FULL-TIME



25K

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.





Ankita is a **22-year old** who lives with her family of four in Dungri. Her father is a street cloth vendor whose income is not fixed and who hasn't been able to work since the lockdown began. She is now the only source of income for her family and **so far has made more than 5000 masks through our Masks of HOPE program**, earning Rs 8000 to 1000/month. Now, she is helping us implement the Mask of HOPE program on larger scale by enrolling more women like her to sew cotton masks from their homes.



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.



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 in 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 **TO** **\$7**
DONATION **INTO** **WORKING**
CAPITAL

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

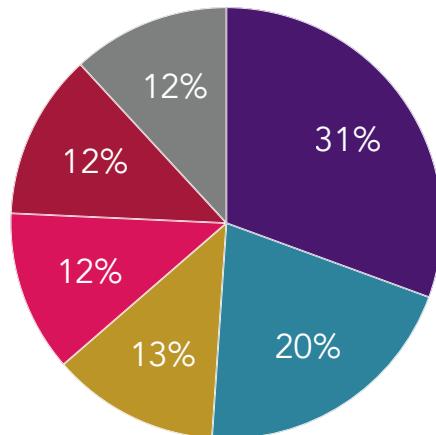
+\$1

\$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



- Health
- Livelihood
- Education
- Outreach
- Management/Operations
- Fundraising/Marketing

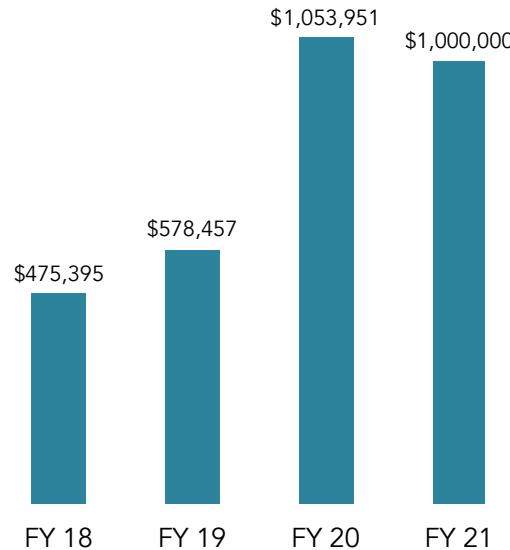
A Full Picture

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 2020 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.

2020 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:



The **JOCHNICK FOUNDATION** based in Lichtenstein awarded us a grant to help us expand our Asani Sanitary Napkin program to Rajasthan.



SVATANTRA MICRO HOUSING FINANCE CORPORATION (SMHFC) in India awarded us a grant for our Health Camps in Gujarat (a pilot project).



IFCI SOCIAL FOUNDATION, a registered Trust, is functioning as an arm of IFCI Ltd for its CSR activities. They awarded us a grant to help us expand our Asani to the Jaipur District in Rajasthan.



Guru Krupa Foundation Inc



**the
pad
project.**

THE PAD PROJECT is an initiative started by the Oscar-winning documentary "Period. End of Sentence." They awarded us a grant to help us expand Asani to the Nanded District in Maharashtra.

2020



LOTUS FESTIVAL
SEPTEMBER 14 | BOSTON
370 ATTENDEES
GILLETTE STADIUM

DIWALI ON THE HUDSON
OCTOBER 16 | NYC
327 ATTENDEES



Events



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NOVEMBER 14 | SAN FRAN
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Thanks also to our year-round web support from:
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Pledge Your Period

This year's Pledge Your Period campaign was bigger and better than ever! We reached approximately **16 MILLION people** through **200 unique posts** with our message about ending period stigma and providing menstrual hygiene education and products to ALL women and received **\$6,300** in donations! Just a few of our notable partners & supporters included: Madame Gandhi • Brown Girl Magazine • Refinery 29 • I Weigh • Rukus Avenue Radio • The V Hive • Miss Malini • Ranavat Botanics • Modi Toys • Nu Wardrobe



Poorna Jagannathan
Actress & Producer



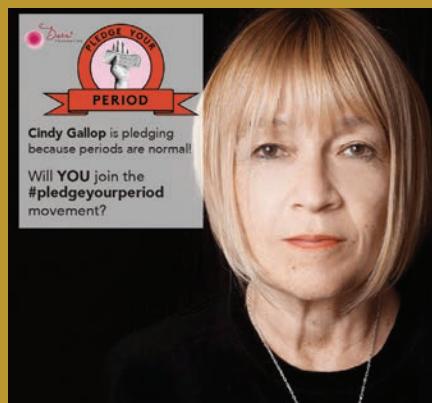
Monica Dogra
Actress & Musician



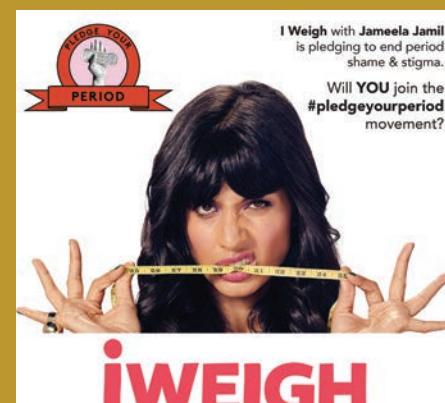
Sasha Grey
Actress, Musician, Model, Internet personality



Malini Agarwal
Digital Influencer, TV host, Entrepreneur, Author



Cindy Gallop
Brand & Business Innovator, Consultant,
Coach, Keynote Speaker



i Weigh with Jameela Jamil
Community Allyship Platform

Miss Malini Partnership

We are also proud to have launched a substantial partnership with **Miss Malini** on both Instagram and Facebook, which garnered a combined viewership of over **60K** in India & the US! The company is very enthusiastic about continuing the partnership, and we are currently brainstorming new content. So far we:

- Hosted an 'Ask Me Anything' in Milani's Girl Tribe Facebook group with American gynecologist Dr. Sodhi which enthusiastically watched and received over 50 comments from women all over India.
- Created a 5-part IGTV series called 'The Bloody Truth', through which we created videos discussing period stigma, period poverty, menstrual products and more. Viewership was over **5,500** and is climbing every day.



2020 Donors

We are grateful to have the support of so many generous donors. In FY 2020, we received donations from **825 individual donors, 38 corporate partners, and 20 foundations**. We are deeply honored to serve and thank you for your continued support. We'd like to take the opportunity to thank some of our generous and long-standing donors.

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Our founding partner, **COLUMBIA COMMUNITY IMPACT** is an umbrella organization that empowers Columbia students to volunteer in their communities and uplift the Morningside Heights and Harlem communities.



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.



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.



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.

Partners



GRAM VIKAS TRUST is a robust organization that has been a reliable partner and ally in bringing effective programming to the region.



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.



MIDDLESEX COMMUNITY COLLEGE
Creating vision and opportunity is what community college is all about, so we work with the college to inject the spirit of creativity and entrepreneurship into their students.



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.



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.



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



UNTDI VIBHAG KELAVNI MANDAL

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.

Paramhansa Yogananda

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.

Media

Philanthropy Women

A Home for News and Conversation on Women Donors

Celebrate Dignity for All with #PledgeYourPeriod



Maggie May

May 22, 2020

Activism, COVID, Family Foundations, Feminist Philanthropy, Foundation Leaders, Gender Lens Grantmaking, Global Philanthropy, Health Care, Human Rights, Philanthropy Networks, Women and Girls of Color, Women Leaders, Women's Health



At first, Megha Desai thought there was no way girls and women would take to social media to tell stories about their first periods. But as education, dignity, and confidence grew in a small town in India, the local women and girls surprised her.

THE RIVETER

Why I Fight: Because Periods are Still Stigmatized

It's an issue that affects women everywhere from rural India to right here at home



INDIAWEST

Best Indian Newspaper in Print & Online
Indian American-led Desai Foundation Celebrates Menstrual Hygiene Day with #PledgeYourPeriod Campaign

India-West Staff Reporter May 26, 2020 0



Indian women assembling Asani sanitary napkins. (photo provided)



AUTHORITY MAGAZINE

Heroes Of The COVID Crisis: How Megha Desai & the Desai Foundation helped address the needs of women & children during the pandemic

Authority Magazine Follow



INDIAWEST

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One Person at a Time, Megha Desai Takes on Embarrassment, Superstition, Discrimination of Menstrual Hygiene

By NIMMI RAGHUNATHAN/India-West 23 hrs ago 0



Megha Desai and Arif Afzal with the winners of the Desai Foundation's Asani Sanitary Napkin Program. (photo provided)

SUSTAINABLE BRANDS



Nimble Nonprofit Pivots to Fulfill Its Purpose During the Pandemic

SUSTAINABLE BRANDS
PUBLISHED 3 WEEKS AGO. ABOUT A 4 MINUTE READ.
IMAGE: DESAI FOUNDATION



The Desai Foundation's advice to purpose-driven organizations dealing with the COVID-19 pandemic is to look beyond the immediate practicalities and be open to new ways to deliver on end goals.

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