

caTElyst

Be the **catalyst** and empower the students
TELuguPeople & you



Newsletter

Spring '17

HELPING UNDERPRIVILEGED STUDENTS PURSUE THEIR DREAMS.

Designer & Composer: Kalyan Boggavarapu

Message from President

Message from Treasurer

Message from Director SE



Naming Ceremony

Do recall that we came out with the very first issue of our Newsletter this *Makara Sankranti* festival in January? It's been three months already and we have the second issue now. We all on the board loved our new baby, the newsletter, so much that we wanted to name it. We initially thought of Catalyst since that's what we are doing to bring change in many people's lives. Creative minds on our Board brainstormed, and this was the result. Suresh Ediga who recently authored his first book is the one who came up with the logo, color scheme and all these graphics you see!

In a normal chemical reaction, the catalyst facilitates the

reaction, but the catalyst itself never changes. But in this case, not only do we provide financial scholarships and impact the students' lives, but also improve ourselves.

May 20th - 9th Annual Celebration

It's

Start of the year 2017

By President

Prasad Kunisetty

already 9 years! Yes, we are celebrating our 9th anniversary at **Rhythms of the night**, 729 S Main St, Manville, NJ 08835 on May 20th from 6 PM till 10 PM. What we celebrate is the success of our students. The TeluguPeople

Foundation's Board warmly invites all of you to attend the event and be part of our student's success and celebration. Please feel free to bring a friend or family who might be interested in hearing about our success stories and may be in supporting TPF. It's a family event, so, please come with your family. Please **RSVP**. The program details will be updated as we move forward in the Evite and also on our website. For more information about the venue, please visit Rhythms. We thank the Venue management for providing us their space at a much discounted rate.

Please Contribute to the Newsletter

We request all of you, anyone of you, our supporters or donors to write your experiences with TPF so that others can get inspired. We want our caTElyst to really work as the name suggests.

W Treasurer's report

By Lava Boggavarapu

We had a phenomenal quarter!

Thanks to the fantastic Call-a-thon in November, the checks kept coming even in the early

The Foundation's endowment funds at T. Rowe Price continued to do well this quarter in view of the upbeat economic mood in the stocks market.

part of this quarter. A big

Thanks to all that have sent in your donations, and a gentle reminder to others to send in your donation if you had pledged

In this quarter, we got corporate matching checks from TransUnion, Qualcomm, Bank of America, PayPal, Morgan Stanley and LexisNexis.

earlier and haven't yet had a chance to actually send the donation.

You can also [donate](#) via our PayPal button on our website.

Corporate Social Responsibility

CSR, (also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law". (From [Wikipedia.](#))



Matching Employers



Going forward we plan to aggressively make use of the

Your donation could have double, or even triple, the impact.

corporate donations as well as employer matching grants from corporations which provide such benefits.

Prior to making a donation, please check with your employer (usually they have it on your company website) to see if they match your donation. If they do, please make the donation through that channel.

Third Party Institutions



Pay-Net



CyberGrants 



We have signed up with a few third party institutions that facilitate the employer matching.

As of now we are registered with Network for Good, Benevity, PayNet Exchange, GuideStar, EasyMatch and CyberGrants. Recently, in the same week, we received checks / matching checks from places in California, Florida, Washington and Massachusetts – covering the

Welcoming Joint-Treasurer

I have handed off the bookkeeping and accounting activities to our Joint Treasurer, Mr. Venkat Thiruveedhula, so that I can focus my time on donor relations – both individual and corporate donors. He has plans to



four corners of the country. The next challenge for us is to get a donation from both Hawaii and Alaska.

Amazon Smiles

We received a total of \$6.07 from Amazon Smile, and we owe it to your continued shopping at



You shop. Amazon gives.

Amazon Smile. If you haven't already signed up at Amazon Smile, please do so and remember to select us as your preferred charity.

better leverage Salesforce for accounting and correspondence. We continue to challenge the usage of Salesforce for our work flow and test its limits, as well as those of our TPF IT.

We are looking forward to a great year ahead. We plan to double the number of scholarships this academic year.

Students Roundup

By Director, Student Engagement - **Krishna Kotha**

The first quarter of the year is usually a slow time for our operations. Most of the students looking for help would have received help at the beginning of the academic year

and we

funds to sponsor at least 20 new students, in addition to sponsoring 26 existing students from previous years. This was only possible with generous

Developing role models

donations from kind hearted donors. Thank you for your trust and generosity. It means a lot to us and our students.

Scholarships offered during the

quarter

We have offered scholarships worth \$1,620 (₹1,07,000) in total to four students (two new and



two existing) for pursuing various courses of higher education. Two of the four sponsored students lost their primary bread earner and their families are struggling to make ends meet. Two other students are from farming



families with meagre incomes insufficient to pay for expensive higher education. A TPF timely scholarship gave these students the opportunity to pursue their dreams confidently without having to worry about financial constraints ailing their families. The new students' profiles can be found on our website at [here](#) and [here](#).

Past students' progress

We are very happy to share that **two of our past students have earned financial security through their employment, and have come forward during this quarter to sponsor one student each for higher education.** We congratulate them on their success and thank them for their commitment to help others in need. **Paying forward!**

Present students' progress

One of our sponsored engineering students, **Susmitha**, is building a model drone for a hobby. She was disappointed that she was not selected for her college team for a college sponsored project. But she took the initiative to sell the idea to her friends, and brought them together to form a team of her

TPF stands in support of the students whose families lost their primary bread earners.

We are planning to sponsor 50 new students

typically do not receive new requests during this quarter. We take advantage of this time to prepare for our annual event, scheduled in May, and to plan for our upcoming academic year.

Based on our current



finances, I am happy to report that we have secured enough

own to do this project. I am inspired by her leadership and tenacity to pursue her passion. We wish her huge success in her endeavor.

We continuously encourage and engage our students to contribute to the community during and after graduation. One of our students, **Venkata Gopi Maddi**, visited government schools, sponsored by our partner organization **Snehahastaaalu**, to interact with young children. He documented his visit in a [blog](#). He was so pleased with his experience that he enlisted some of his classmates to mentor these students on a continuous basis.

Adopt-a-Project(s)

With ground support from our partner organization, **Snehahastaaalu** (Friends 4 Helping Hands), and overwhelming financial support from our donors, we have been able to take up two projects during the quarter.

For the first project, we have sponsored furniture at KGBV School, Atchampet, Guntur (Dt) worth \$2,852 (₹1,88,500). It is unfortunate for teenage girls to have to sit through the whole day on bare floors to earn their basic right to education. When the Special Officer of the school brought the girls' suffering to a friend's attention, he reached out to us for a partnership to sponsor the project.

I am personally delighted to see well-dressed, disciplined girls focus deeply on their books, regardless of the conditions

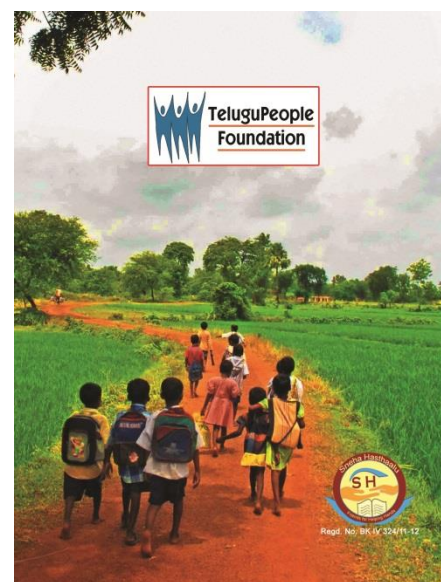
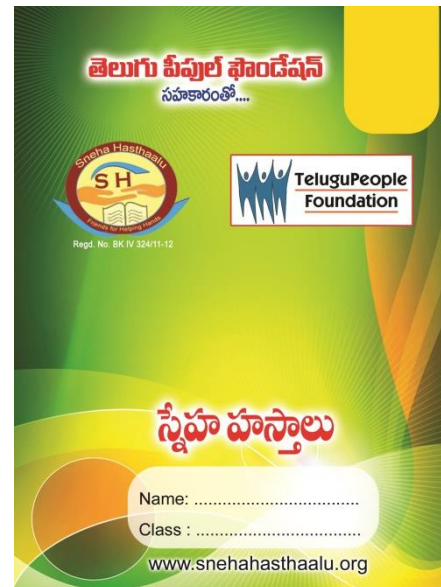


surrounding them. More about this program can be found [here](#).



Friends have adopted about 110 Government schools for the past few years with approximately 7,000 enrolled students. They have been supporting education and skill development by offering educational materials, setting up libraries and digital classrooms. They are also providing tutoring help and career guidance counseling and motivating teachers and students with various incentives.

Sponsor Note Books



For the second project, friends have asked our support to sponsor approximately 46,000 notebooks at a cost of \$6,880 (₹4,50,000) for the academic year 2017-18. Thanks to the overwhelming support from our donors, we have been able to extend our support to this low cost-high return project. More about this project can be found [here](#).

Bake Sale at Dr. Reddy's

By Krishna Kotha

Dr. Reddy's, a Pharmaceutical company based out of Princeton, NJ, (my employer) gave me opportunity to represent TPF for Bake sale during their annual celebrations on Feb 8th.

Employees of Dr. Reddy's baked their favorite cakes, muffins, and brownies on the day and put them up for sale for other employees to buy. The proceeds from the sale were divided

equally among two non-profit organizations. We are privileged to be one of the two.

Employees showed their overwhelming support, not only by buying the baked goods, but also by donating on top of the listed price. To make the donations sweeter, Dr. Reddy's matched the proceeds dollar to dollar. All in all, the event raised \$988 and with Dr. Reddy's match, the pot doubled to \$1,976. Our share of the pot, \$988, was

delivered to us in check on March 20th.

I would like to take this opportunity to thank Mrs. Anna Rojas and Mrs. Lori McCreary, my colleagues at Dr. Reddy's, for their continued support of our mission. For more details click [here](#).

Thank you Dr. Reddy's.

For more details about this event, please check out [our website](#) or on [fb](#).

Adopt-a-Program If you are interested in sponsoring an education related program in India, please reach out to Admin@TeluguPeople.org on how you can leverage our combined experience.

Brand Ambassadors

Pragathi Yadhati
Dr. Neela Zareen

Office Bearers

Prasad Kunisetty
Nagesh Karra
Lava Boggavarapu
Krishna Kotha
Satya Yerraganti
Kalyan Boggavarapu
Venkat Tiruveedhula
Kiran Chagarlamudi
Hari Devulapalli

If you come across a
deserving candidate, please
refer them to us at
Students@TeluguPeople.org

Your referral could change
the course of a student's
career and life.

Executive Members

Suresh Ediga
Subbarao Seethamsetty
Pradeep Suwarna
Vamsikrishna Venigalla
Bhaskar Bupathi

Financial Advisor

Vid Ponnappalli

We are always looking for funds to support more students.

Please donate

Please send your comments/questions to MediaDirector@TeluguPeople.org

TeluguPeople Foundation

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