



# FOUNDATION FOR EXCELLENCE

Nurturing Brilliance ★ Transforming Generations

April 5th, 2013: FFE Newsletter - Volume I

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**FFE AT A GLANCE:** Over 32,000 scholarships • Over \$8M raised • New Website • New Programs



**PRESIDENT'S NOTE:** I am pleased to introduce myself and the new "FFE Newsletter", which we plan to publish around April and October of each year. After serving on the Board for some years, I have taken over the responsibility of FFE President, succeeding Venk Shukla. Venk served FFE since the start with utmost devotion and commitment and continues to be a very active Board member. Two years ago our Board had resolved that FFE can and should grow its fund raising at an annual 20% rate, and that proper efforts should be put in place towards that goal. Here is a summary of what has been happening:

1. We created the Development Director position and hired Kohinoor Chakravarty. We also moved to a new office in Santa Clara, furnished it attractively and installed essential digital technology for communications and storage etc.
2. We are working on providing more meaningful and regular communications with the donors, including providing greater visibility of the scholars they support. We are also soliciting feedback and suggestions from donors.
3. We are working closely with the FFE India team in support of some innovative and cooperative scholarship programs with industries and universities. These programs allow FFE to reduce its per-scholarship outlay as well as raise funds locally in India.
4. We are getting the alumni scholars to become more active with FFE, and are making stronger appeals for their contributions after they have established their careers.
5. We are also looking at growing the number of facilitators from the current 650 at an annual growth rate of 20% in various Indian states. These facilitators are volunteers who validate the financial positions of the students.

In summary, we are working on growth and efficiency on multiple fronts, and feel quite confident about our growth objectives. But, none of this can happen without the continued support of all our donors, facilitators and volunteers, who are the lifeblood of our organization, and for that we are thankful. • **Kailash Joshi, President**



**NOTE FROM FFE INDIA MANAGING TRUSTEE:** As a new initiative in 2012, we signed a MoU with Cognizant Technology Solutions and launched a new corporate scholarship program. Under this program, Cognizant provides full college scholarships to high school students from Tamil Nadu, Andhra Pradesh and Karnataka who meet predetermined academic criteria but cannot afford to pursue college educations of their choice. This program funded 130 students through scholarships in the first year and is expected to scale significantly in the future. Cognizant is also channeling the talents and energy of its employees through its Outreach program, to mentor the scholarship recipients, backed by Cognizant's corporate, financial and administrative support. Cognizant, through its contribution to FFE India Trust annually, will also support the education of an increasing number of FFE scholars in Engineering and Medicine (FFE's core Program).

Last year we held 9 successful Open Houses Events for FFE scholars, alumni, volunteer facilitators and donors at Pune, Hyderabad, Chennai, Dharwad, Bangalore, Coimbatore, Bhubaneswar, Kolkata and Ahmedabad) culminating in a successful year of FFE community building, connecting with stakeholders and strengthening our alumni base. FFE's alumni have been actively involved in conducting these events, besides promoting FFE within corporates (Robert Bosch, Cisco, HP, Thomson Reuters) and contributing monetarily to FFE. Very recently we have launched a cooperative scholarship program for Universities starting with RGPV University of Madhya Pradesh. Kohinoor writes more about this initiative in this issue. • **Sudha Kidao, Board Member**



**FFE ONLINE:** We are excited about the redesigned FFE website with soon to be launched enhancements. Our primary goal is to build a vibrant ecosystem for our 8,000+ scholars, hundreds of donors and facilitators connected through social media networks. The new website also enables efficient application processing, official communications between FFE offices, scholars, facilitators, supporting Universities and donors. Several one-way and two-way channels are designed to address our next generation growth strategy. • **Ram Reddy, Board Member**



SAVE THE DATE!

NOVEMBER 9<sup>th</sup>, 2013

FFE Annual GALA!  
ICC, Milpitas

## FFE SUPPORTERS:



**VIDEO:** Dr. Romesh Wadhvani's (Chairman & Founder of the Symphony Group) thoughts on FFE.

## SCHOLAR STORIES:



**Dr. Geeta Kathait:** Meet our FFE alumnus scholar Dr. Geeta Kathait, M.B.B.S., M.D. One could actually opine that Geeta is FFE's mission and cycle of giving, personified. Geeta's father dreamed of the day when Geeta would become a Doctor. Unfortunately for the family, he passed away early and left behind many shattered dreams. Despite exemplary grades, it became difficult for Geeta to even imagine pursuing Medicine, given the high cost of tuition. Fortunately for Geeta, her teacher in High school introduced her to FFE. With her facilitator's help she applied and got accepted into the FFE scholarship program. After toiling day and night she soon completed her MBBS. Once on a footing, she went on to obtain another degree as a M.D. Today Geeta is a practicing Obstetrician and Gynaecologist in Rajgarh, Madhya Pradesh.

Geeta is also an FFE donor. At an FFE gathering in Bhopal, Geeta expressed the importance of FFE in her life and noted, "It is not enough for me to say that I would not be where I am in life, had it not been for FFE. I would like to say I would not be who I am in life, had it not been for FFE." She added instances of other people who were inspired by her and followed their dreams (the ripple effect in the community). Geeta is a living example of FFE's mission and vision. By not just completing her education, but also giving back to FFE's cause (the multiplier effect) she continues to do her part to improve the future of our larger community. We are proud of her achievements and thank her for her continuing support.



**FROM THE DEVELOPMENT DIRECTOR'S DESK:** It is an honor and pleasure to join the FFE team as the Development Director. There is not enough that can be said for our cause. It is one that impacts generations to come. The past six months have seen much activity: our most successful annual event, a move to a new US office, fresh leadership and most importantly new scholars. As we target a wider audience and look to expand our reach we are creating a focused plan to scale our organization in order to reach out to more students. With the advent of the Cooperative Scholarship Program (CSP) at the University Level and an improved online experience, we are taking positive steps towards our goals for 2013. RGPV, our first CSP partner, in Madhya Pradesh manages more than 250 colleges across the state. This partnership has opened up new avenues across India for similar programs ([Learn More](#)). We are determined to reach our goals for 20% growth and help countless more scholars this year, but we will need your help and support to achieve this. Our success is inherently tied to your commitment and generosity. Every new donor you introduce to FFE, every contribution you provide, every hour you volunteer, helps us change thousands of lives forever.

**CURRENT VOLUNTEER NEEDS:** We welcome all volunteers, young and old, to support us in ensuring that each brilliant scholar gets a chance to shine in the world. We have volunteer opportunities in many different areas - Administration, Operations, Event Management, Donor programs, Sevathon (volunteers/participants). I hope to hear from many of you very soon. ([Learn More](#)). • **Kohinoor Chakravarty, Development Director: [kohinoor@ffe.org](mailto:kohinoor@ffe.org)**

**UPCOMING EVENTS: July 14, 2013** - Sevathon, RUNNERS NEEDED. Please contact us!

**November 9, 2013** - FFE Annual GALA

**FFE CAREERS:** Current openings are available at FFE-INDIA TRUST:

**University & AICTE Relations Director** - Bengaluru, India [CLICK HERE!](#)

**NEW WEBSITE:**



**FFE.ORG:** Please visit us at our redesigned website. We have new videos, scholar stories, links to our Facebook and Twitter pages along with our FFE Blog! It's the best place to stay informed and engaged with the FFE family.



[Donate Now](#)

