

FOUNDATION FOR EXCELLENCE NEW YORK GALA

April 10, 2016 – New York



?L->R: Vikram Joshi, Minoo Gupta, Prabhu Goel, Abha Shukla, Venktesh Shukla

The Foundation for Excellence launched its New York chapter at The Pierre (a Taj Hotel) on swanky 5th Avenue, next to the Central Park, in New York City on April 10th, 2016. There were 130 guests at this Gala, which included Founder Prabhu Goel, Board Member Venktesh Shukla and President Minoo Gupta from the Silicon Valley. Other F.F.E. supporters from the Silicon Valley were B.J. Arun, Jag and Pammy Kapoor, Vikram Joshi, and Abha Shukla. New-York-based F.F.E. Board member, Ruyintan Mehta, hosted the event along with President Minoo Gupta.

So far, the Foundation for Excellence has been a well-kept secret in the Silicon Valley. Launching the F.F.E. in other metropolitan areas in the U.S., has been an ambition of Founder Prabhu Goel and the Board for a while, but once New-York-based Ruyintan Mehta joined the Board, this dream looked like it could become a

reality. With great cross-coast team efforts led by Minoo Gupta and Ruyintan Mehta, a beautiful event came together with gourmet Indian fusion dinner, a wonderful wine selection and lovely decor.

The guests were warmly welcomed by Ruyintan Mehta; Master of Ceremonies, Venk Shukla handled the event with precision and humor. Comedian, Jeff Applebaum, a former New Yorker and presently a Silicon Valley resident, entertained the crowd with his inter-cultural and cross-coastal jokes.

Minoo Gupta talked about F.F.E. statistics to date: F.F.E. has helped over 15,500 scholars in the last 21 years and this year has over 4000 scholars enrolled in Engineering and Medical schools all over India, 22% of whom are female. President of F.F.E.I.T., Sudha Kidao, manages the applications and scholar mentorship from the Bangalore office.

Founder Prabhu Goel reminisced about the time he became a successful entrepreneur and found himself with more money than he knew what to do with. He remembered the struggling I.I.T. students that he met when he himself was a student of modest means and he vowed to help 10,000 such students get a college education. Thanks to Prabhu and Poonam Goel's \$500K annual donation, all overhead costs, and more, are taken care of and every penny that a donor gives to F.F.E. goes directly to the scholars.

Three of F.F.E.'s alumni, Sathish Chittibabu, Bismay Mishra and Badri Asokan were present and told of their respective circumstances, and how F.F.E. came to their aid, at a time when they needed it most. These inspiring young men are now successful start-up entrepreneurs and corporate managers in companies such as Exxon-Mobil and Gilead.

The New York guests were touched and impressed by F.F.E.'s work and the alumni's stories. It took a few minutes to raise \$170,000 and for three of the guests to volunteer to lead the N.Y.C. chapter. By all accounts, this was a very successful launch for F.F.E.

Today F.F.E. has surpassed Prabhu Goel's dream of educating 10,000 students. However, this is just a drop in the bucket in a country of 1.2 billion people.

Therefore, it is crucial that fund-raising efforts continue and new chapters be launched – New York was only the first of many to come.

MEET OUR FIRST VOLUNTEER – ABHA SHUKLA, F.F.E. CONVENER



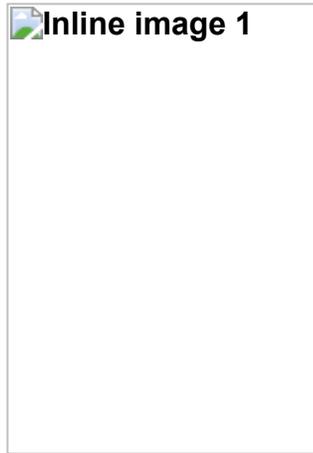
Abha Shukla has been with F.F.E. for the last 22 years. She is very passionate about the cause and strongly believes that college education is the game-changer when it comes to transforming lives of the underprivileged youth. She has been involved with the organization from the very beginning and has shaped and managed the F.F.E. Fundraising Gala, since its inception.

It was during one of her trips to India with her parents, that the enormity of India's poverty struck her. What also made an impact was that nobody seemed to notice it or be affected by it. It was as if people put on blinders and went their way - maybe it was some sort of a coping mechanism for people to get by their day and not be affected.

Working with F.F.E. and being able to make a difference in someone's life has been a very touching and humbling experience for her and she would continue working towards the cause.

Abha Shukla has a Bachelor's degree from UC Berkeley in Mechanical Engineering and has worked in the defense industry in the past. We take this opportunity to thank her for all her efforts and hard work and bringing F.F.E. to the point it is today.

MEET OUR SCHOLAR – SATHISH CHITTIBABU



I just cannot believe it's been 20 years since I am associated with FFE. I am one of their very early students whose life was positively impacted with their timely scholarship to pursue my engineering degree in India. It was those days of no emails, no Whatsapps, no Facebooks. You had to mail your application packet directly to the US office and keep your fingers crossed. At the time I could not do much more than just wait! This was my world. I don't want to sound too philosophical but trust me every dollar donated transforms the lives of students in the most remarkable way.

FFE helped me with scholarship for 4 years for my undergraduate degree. But the impact of that timely help is tremendous. It not only gave me a valuable education, but it made me to "believe". It made me to "give back". It made me "confident". It made me to "stay hungry". In the last 16 years after I completed my under graduate degree, I helped my younger sister to complete her Master's degree, started a scholarship charity organization with my high school friends, came to the US to do my Masters degree, created a successful career here, have sponsored kids for their education in India, happily married with 2 wonderful kids and now the co-founder and CEO of a startup company. Looking back if I didn't get that help from FFE, maybe I wouldn't have come this far in my life. My struggles would have continued. From bottom of my heart, I thank FFE - Mr.Seshan, Mr.Goel, Mrs. & Mr. Shukla and hundreds of other volunteers involved in running this organization successfully. Thank you!

When F.F.E. helps a student, the impact just doesn't stop with one person; it creates a chain reaction that continues forever. I bet there couldn't be a better satisfaction that a donor can ask for in their life! Thanks everyone.

UPCOMING EVENTS:**FFE Awareness Program in ICC Cupertino**

When: May 23rd, 2016 at 12:00 PM,

Where: 20589 Homestead Road, Cupertino, CA-95014.

Sevathon 2016 - Join us at the ICC Sevathon (walk/run/yogathon)

When: June 26th, 2016 between 8:30 am and 2:30 pm

Where: Arena Green East, San Jose.

To register online: - <http://konnnectme.org/event/join/3171675/?ref=3877>

FFE Silicon Valley 10th Annual Banquette

When: October 9th 2016 at 5:30 PM

Where: Crowne Plaza, Palo Alto, CA

LINKS FOR NYC GALA NEWS:

- **TVASIA** <https://www.youtube.com/watch?v=qrFfZulllyw>
 - **DESI TALK** http://epaper.desitalk.com/2016_04_22/index.html#12/z
 - **INDIA ABROAD** <http://www.indiaabroad-digital.com/indiaabroad/20160513?pg=11#pg11>
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