

TO KICK OFF THE INDIAN HOLIDAY SEASON OF DIWALI, CAFAMERICA IS LAUNCHING THE “TARA EDUCATION FUND” TO HARNESS THE POWER OF INDIAN DIASPORA PHILANTHROPY

CAF America and CAF India Reaching Out to 2.7 Million-Strong Indian American Population to Channel Support to Top Education Indian Charities Assisting Children

WASHINGTON, D.C.//October 26, 2011///Millions of people of Indian origin living in the United States – the third largest Asian American population in the nation – will have a new way this Diwali to give back thanks to the “Tara Education Fund,” created by CAF America in partnership with its sister office, CAF India.

The Tara Education Fund will allow Indian Americans to actively support four Indian charities which are transforming the lives of children in communities across the country. CAF India will provide on-the-ground monitoring as to how the beneficiaries utilize the grant funds by collecting grant reports and performing regular site visits.

The Indian “diaspora” is one of the largest in the U.S. Nearly 2.7 million people of Indian origin reside in the United States, making it the third largest Asian American population. Diaspora giving to India through CAF America will benefit from services and tools designed to improve transparency for both new and existing CAF America donors.

CAF America Interim CEO & Director of Finance, David Venne said: **“In Sanskrit, tara means ‘star.’ CAF America is collaborating with CAF India to offer American donors an opportunity to ensure that children in need are able to continue reaching for their tara. A primary goal of the Tara Education Fund is to provide Asian Diaspora living in America with another vehicle for giving back to communities in India during the giving season.”**

Through a careful selection process, CAF India worked with CAF America to identify four organizations that would provide the highest level and quality of service to the communities they serve. Each organization is dedicated to providing marginalized and disadvantaged children with the support necessary to make them successful students, and ultimately, successful citizens in their community. (See details on the four groups below.)

CAF India CEO, Amita Puri said: “CAF India is excited about this campaign. It believes that the Indian Diaspora is eager to make a difference in the India of tomorrow by impacting children’s education today. The Tara Education Fund is a step towards offering an opportunity to support leading indigenous nonprofits that are making a real impact in the area of education in India.”

ABOUT THE INDIAN CHARITIES

- **VIDYA, Mumbai, Maharashtra.** Vidya is a registered nonprofit that is working to educate and empower underprivileged children, youth, and women from economically weaker sections of the community through micro-level intervention. Established in 1985, the main aim of Vidya is to inculcate in a child deeper learning that will leave a positive impact on his or her personality.
- **MAHITA, Hyderabad, Andhra Pradesh.** MAHITA, a term derived from ancient Indian scriptures, means regeneration. The organization was founded in 1994 by a team of committed individuals to initiate development interventions in the urban slums of Hyderabad. Mahita's goal is to generate development that is socially just, economically viable and culturally vibrant and true to the area and regional ethos.
- **SIKSHANA FOUNDATION, Bangalore, Karnataka.** Founded in 2003, Sikshana Foundation is an offshoot of Sivasri Charitable Trust, Bangalore that nurtures rural government primary and secondary

schools to improve the quality of education they deliver. Its activities encourage children, teachers and the community to work together to improve the learning levels in schools. One of Sikshana Foundation's core programs focuses on equipping children with four basic life skills: the ability to read, write, compute and express. The program is being run in over 250 schools and includes a unique concept of providing each school with a laptop, and every child with a flash drive.

- **The Leprosy Mission Trust India (TLMTI), Delhi.** TLMTI has an impressive 136 year history and is one of the largest and most reputable organizations in India working in leprosy reduction and prevention. The global vision of TLMTI is a world without leprosy and its goal to eradicate the causes and consequences of the disease.

ABOUT CAFAMERICA

Founded in 1992, CAFAmerica is a member organization of the United Kingdom based Charities Aid Foundation International Network of Offices, which provides charitable financial services to individuals, global corporations, charities, and foundations. CAFAmerica is dedicated to expanding borderless charitable giving by providing guidance and international grant making solutions for donors and charities. CAFAmerica makes over \$40 million in grants annually to charities in more than 75 countries around the world. CAFAmerica's range of charitable solutions include: Donor Advised Gifts, Donor Advised Funds, Matching Donor Advised Funds, Designated Funds, bequest planning and 'Friends of' Charity Funds.

ABOUT CAF INDIA

CAF India is a registered Indian public trust, and a part of Charities Aid Foundation International network that has offices in eight countries and distributes funds to over 90 countries. Last year, CAF India helped more than 18,000 donors and supported 164 non profits across 17 states in India. CAF India's mission is to promote effective giving, and increase the flow of resources from individuals and organisations to the not-for-profit sector. CAF India is cause-neutral. CAF India supports diverse causes: Animal Welfare, Disability, Children, Education, Community Development, Health, Livelihood, Women, Art and Culture, Elderly, Environment, Disaster Management.

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