



## December 2013 Newsletter

### 2013 – A Year in Review

Happy Holidays! We are so pleased that 2013 has been a year filled with many accomplishments for Upakriti. First, we made great strides in restructuring our financial roadmap. We are now well positioned to apply for key grants and sponsorship heading into the New Year. Also, we were extremely successful in our first ever on-line funding effort in May. Through the help of the crowdfunding site Indiegogo we launched the “Say Yes to CHES” campaign. We raised over \$675 which was used for the purchase of 93 schoolbags. Dr. Manorama and the children of CHES were overjoyed! Our foray into the local Bay Area non-profit community also continued, with our presence at Sevathon in July. This was our third year at the event and we’re proud that our small, but mighty team took part in the activities of the day. In October, we were very lucky to connect with the Cool Guyz organization for their annual Volleyball Tournament. Cool Guyz dedicated all of the proceeds from their event to Upakriti and SOCARE. The proceeds totaled \$5205! Check out the spotlight section for a recap and pictures from the event. We and SOCARE are truly blessed by the kindness and generosity of Cool Guyz. They fully embody their motto “Let’s Unite to Educate”. Thank you!



*A special “Thank You” to Cool Guyz!*

### Spotlight- A Second Chance to Volley for SOCARE

Upakriti and Coolguyz two of the bay area’s most active non-profit organizations, on their mission to support " Education of the Under-privileged", joined hands this year and hosted an amateur volleyball tournament in the SF Bay Area. The Coolguyz group has been religiously hosting the “Volleyball Cup” tournament every year as a means to raise funds to support a deserving non-profit organization as a way of giving back to the community. To accomplish this, each year Coolguyz selects an organization whose mission and vision resonates with them. This year, Coolguyz selected Upakriti, recognizing Upakriti’s deep and long running commitment to education of underprivileged children in India. In the words of a member of Coolguyz : ” Upakriti’s integrity and humility really



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touched our hearts and we instantly decided to support Upakriti”.

This tournament, a sporty-fight for the “Coolguyz Volleyball Cup” had men, women, and children of all ages competing in their respective categories. This event was originally scheduled for the 21st of September 2013, but wet-weather intervened and the games were halted bearing in mind the safety of the participants. The organizers stuck to their tasks and the enthusiastic teams came back in full-force on October 5<sup>th</sup>, 2013, volleying for a second time, successfully this time, with the sun and the smiles brightly shining through at Ponderosa Park in Sunnyvale, CA. There were more registrations than the first time and the participation was truly overwhelming. The event commenced at 8:30am on October 5<sup>th</sup>, 2013 when the ‘hunger-games’ for the Grand ‘Coolguyz Volleyball Cup’ began and roared to life!

Some of the note-worthy highlights of the day were the surprise-sponsors who sponsored the young teams that were playing, the very organized help-desks by Coolguyz and Upakriti volunteers, the eatery-stalls, number of children volunteers from Upakriti that sold chilled-lemonade and eats to the players and families, the colorful “Art Corner” hosted

by Upakriti youth volunteers to promote “creativity for education”. Upakriti and Coolguyz raised well over \$5000 through this event. The proceeds are earmarked for SOCARE, a non-profit in India. This particular event enabled Upakriti fulfill SOCARE’s funding needs for the rest of the year!



*Aravind addressing the crowd*



*Volleyball in Full Swing!*

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*The Upakriti volunteer troop*



*Dave*

### Art Corner – A Sampling of Little Artists at Work



*Arya*



*Ridhi*

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Anvita



Advay



Sidhu

### Moving into 2014

As we head into 2014, we are extremely excited that we will be marking our 10 year anniversary as a non-profit. We could not have achieved this remarkable milestone without your unfailing support and generosity! We will be celebrating with several events during the course of the year. Please look for reminder e-mails and check-out our Facebook page for additional details. Of course, feel free to provide suggestions and feedback. As always we appreciate and welcome your input!

From our family to yours, we wish you a joyous and peaceful holiday season. We look forward to seeing you in the New Year!





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