1. **History**
   1. Asha-Jyothi is a 501(C) (3) non-profit organization formed by few likeminded friends from VA; it has been operational for 8+ years.
   2. In the early years AJ was primarily focused on raising funds and helping Indians in distress in US. Couple of incidents where AJ helped for example - They raised $3000 to benefit the families of students killed in the St.Louis accident, they sponsored kidney transplant and after care for a person that could not afford it.
   3. Inspired by how education and healthcare are still inaccessible to so many people in India, the organization has decided to become actively involved in raising funds and sponsoring beneficiaries in India.
   4. Over the past 2+ years AJ has started helping underprivileged kids in India by providing Education and Healthcare.
2. **Current**
   1. AJ’s main focus is education and healthcare programs for the underprivileged in India
   2. Thanks to the generous donors AJ has raised over $100,000+ in FY09 and over $50,000 year to date.
   3. AJ has organized many medical camps in support of Flood victims in AP and Karnataka helping thousands of people in need.
   4. AJ has been sponsoring over 400+ underprivileged kids in need of education.
   5. Since last year’s run AJ has organized 39 different camps supporting Education and Healthcare and raising over $200,000+ since Jan 2009.
3. **Why Asha-Jyothi?**
   1. Being a volunteer based organization and by keeping low overhead costs, AJ passes on 100% of the donations to the beneficiaries
   2. With larger charitable organizations, the donor does not have control over how their donation is spent, nor do they know on what specific cause/person it is spent on.
   3. With AJ, you, the donor, can identify the beneficiary/cause that you want your money to be directed to as long as they meet the AJ guidelines. This is the program called “Your Campaign”. For example, if you know a kid whose parents can’t support his education and you want to sponsor, you may choose to do so with the money you donate.
   4. AJ wants and encourages individuals to not only donate but also personally be involved in choosing the beneficiary. You don’t have to donate to identify a beneficiary.
4. **Benefits of AJ vs. you as individual**
   1. Any donation made to AJ is tax deductible
   2. Many companies (e.g. Fannie, Freddie, Verizon, etc) match the employee contributions made to AJ. Donors can avail matching programs (if offered by their company) to augment their contribution.
   3. If you have a cause that requires more monetary support than you can afford, AJ could reach out to its members to raise the additional funds.
   4. If you have the desire to help and the funds but can’t afford the time, AJ volunteers will work on your behalf to achieve your goal.
   5. In the event of any unforeseen life changing events for you and can’t continue to sponsor your beneficiary, AJ could help identify other donors to continue the support.
5. **What can you do for AJ?**
   1. Register for the AJ events and support the cause and raise awareness (send twitter messages to your friends, post the run link your FB status)
   2. Spread the word about AJ and their goals
   3. Take time to think about cause/beneficiary you would like to donate your money to
   4. Consider signing up for a monthly donation via direct deposit
6. **Will AJ only donate in India? OR did it help in any other places?** 
   1. AJ has donated $5,000 USD worth of Solar Lamps to help Haiti Earthquake Victims.
   2. AJ is open to working with individuals from other nations to serve the healthcare and education needs for the underprivileged in their country.