



raksha.inc

Ek Shaam Raksha Ke Naam

An Evening Benefiting Raksha
9th Annual Fundraiser

Presents...

Atlanta Desi (South Asian) Idol

Contact:

Aparna Bhattacharyya

Executive Director, Raksha, Inc.

(Office) 404-876-0670

(email) director@raksha.org



Raksha's Annual Fundraiser

Ek Shaam Raksha Ke Naam

Dear Community Partner,

It is with great pleasure that we announce Raksha, Inc.'s 9th Annual Fundraiser, Ek Shaam Raksha Ke Naam (An evening benefiting Raksha). Raksha has grown from a volunteer based community initiative to a community-based agency that plays a critical role in addressing violence against immigrant women and children. In order to meet the full needs of our clients, Raksha's work extends beyond crisis intervention to encompass a wide range of services including family and individual counseling, career assistance, medical and legal advocacy, language interpretation, as well as a youth program.

With approximately 80,000 South Asians within the metropolitan Atlanta area, the need for support, mentoring and education on issues such as family violence, divorce, healthcare and immigration has increased substantially. As the only social service organization focusing on the South Asian community in Georgia, Raksha's goal is to raise **\$150,000 this year** to support and expand our program in response to this rapidly growing need.

Raksha is pleased to invite you to participate in our annual fundraiser scheduled for September 2007. This year we will be hosting the second Atlanta South Asian Idol competition in which we will have both a singing and dancing portion. Raksha, Inc. is the first South Asian non-profit to be hosting such an event and is excited about this new venture. Sponsorship of this event will offer an excellent opportunity to market your services to over 1,000 South Asian community leaders as well as to the general public through media and advertisement. As Raksha strives to be a source of support for all South Asians who need a helping hand, we are in need of **your** help. Your financial contribution will go towards funding the many **free** services provided to the community by Raksha.

Enclosed you will find an overview of Raksha's accomplishments as well as details regarding sponsorship opportunities. We urge you to take this opportunity to **partner with Raksha and make a difference**. If you have any questions, please do not hesitate to contact us. Thank you in advance for partnering with us to open doors to a stronger and healthier South Asian Community.

Sincerely,
Aparna Bhattacharyya
Executive Director
director@raksha.org
404-876-0670



Organization Profile

Our Mission: To promote a stronger, healthier, community through confidential direct services, education and advocacy.

Our Vision: To open doors to a stronger and healthier South Asian community

Our Services: Provide an Information Helpline Providing Multi-lingual Peer Support and Referrals Supporting People Through Issues of Family Violence, Divorce, and Immigration Providing Information and Assistance with Social Services, Benefits and Job Readiness Youth Mentoring, Education and Leadership Development Legal Advocacy and Lawyer Referrals Community Outreach and Awareness about Issues Pertaining to the South Asian Community.

Fast Facts...

12+ years of support for Atlanta's South Asian community.

Founded in 1995, Raksha has grown and expanded through the support of local community leadership and a dedicated team of staff and volunteers.

Over 15,000 calls and 1,500 individuals have been helped.

Since we turned on our phones and opened our doors, Raksha has touched the lives of thousands of South Asians within Atlanta.

Recognized for Outstanding Service.

Raksha staff and volunteers have participated in over 350 Local, State, and National training programs. Raksha has some of the most skilled professionals in the Country.



Our Demographics

Atlanta's South Asian Decision Makers

Since inception, Raksha has garnered the support of Atlanta's South Asian community which numbers well over 80,000 professionals and their families. This tight-knit group spans all arenas of Atlanta's professional community which includes: entrepreneurs, physicians, lawyers, engineers, and government employees among others. This community also delivers a significant economic impact to both the Atlanta and greater Southeast region.

At A Glance...

80,000+ South Asians now live in the Atlanta metro area.

The Indian-American population alone has contributed a significant portion of Atlanta's growth in ethnic diversity – specifically, a 231% increase..

Nearly 200,000 Indian American millionaires.

According to a study by Merrill Lynch, the Indian American community comprised the most significant minority group of millionaires.

Largest single minority group at Emory and Georgia Tech.

South Asians comprise over 11% of the student populations at these two Universities and are larger than both the Hispanic and African-American populations.

Highest median income of any ethnic group in the U.S.

According to the 2000 U.S. Census Indian report, Indian Americans have a median household income of \$60,093.



Your Donation Will Help Raksha...

- Ensure qualified staff is available to respond to crisis calls for help
- Ensure that a bilingual legal advocate can go to court with a battered South Asian woman to get a temporary protective order
- Ensure that service providers throughout Georgia have training on how to work with South Asians when they come to their agency for help
- Ensure that a child who has witnessed abuse in their home will gain tools to cope with the trauma and changes in their life
- Ensure that survivors of child sexual abuse have a safe space to talk about the abuse but also work towards community change
- Ensure that there are community dialogues/forums to get community members involved in ending family violence of all kinds in the South Asian community
- Ensure that community members who are grieving or in crisis can have trained and bilingual counselors to talk to



Event Overview

Raksha's Annual Fundraiser *Ek Shaam Raksha Ke Naam*

Raksha's annual fundraiser provides an opportunity to reach local American and South Asian business people and prominent leaders. Supporters of this event will reach 15,000-20,000 South Asians through pre-event publicity and media coverage while showcasing support for one of the communities most prized organizations.

Event Details

- The annual fundraiser theme is "Atlanta South Asian Idol" and will be comprised of a dance idol and a singing idol
- Raksha, Inc. is the first South Asian non-profit to host this type of competition in Atlanta
- Approximately 1,000 people are expected to attend the fundraiser
- The financial goal for this event is to raise \$50,000 for Raksha

Media & Community Exposure

- Khabar Magazine
- Rivaaj Magazine
- AVS, a weekly South Asian TV program
- Wownow.com
- Music from India (WRFG FM89.3)
- Namaste Bombay



Sponsorship Opportunities

Platinum Sponsor

\$10,000

As a Platinum Sponsor you will receive the following:

- *-Company logo prominently displayed as a Platinum Sponsor on/in: Raksha website, save the date cards, flyers, posters, media ads and sponsor banner*
- *- Hot-link from Raksha website to your company's designated website*
- *- Twelve complimentary tickets for the event and reserved seating for you and your guests*
- *- 1-page ad placed on the back cover of the souvenir book*
- *- Placard & Banner recognition displayed pre/post/during the event*
- *-Two Minute Presentation by company at beginning of event or as audience enters*
- *- Recognition in all media, press releases and other publicity events for the event*
- *-Work with Ek Shaam Team to come up with unique marketing opportunity*



Sponsorship Opportunities

Gold Sponsorship

\$5,000

As a Gold Sponsor you will receive the following:

- Your company logo displayed in pre-event promotional video/slide show
- Your company logo displayed and promoted as a Gold sponsor on/in: the Raksha website, save the date cards, flyers, posters, television ads, newspapers and magazines
- Eight free tickets for the show and reserved seating for you and seven guests
- Recognition at the show
- 1 page ad in the souvenir book – back cover
- Group Placard recognition displayed at the show pre/during the show
- On-Stage recognition for Raffle drawing
- Table at the event for your company's promotional materials

Silver Sponsorship

\$2,500

As a Silver Sponsor you will receive the following:

- Your company logo displayed and promoted as a Silver Sponsor on/in: the Raksha website, save the date cards, flyers, posters, television ads, newspapers and magazines
- Six free tickets for the show and reserved seating for you and five guests
- Recognition at the show
- 1 page ad in the souvenir book in prominent location
- Group Placard recognition displayed at the show pre/during the show

Bronze Sponsorship

\$1,000

As a Bronze Sponsor you will receive the following:

- Your company logo displayed and promoted as a Bronze Sponsor on/in: the Raksha website, save the date cards, flyers, poster, television ads, newspapers and magazines
- Four free tickets for the show and reserved seating for you and three guests
- Recognition at the show
- 1 page ad in the souvenir book in prominent location



Sponsorship Form

Please complete the information below and fax to: 404-876-4525

(Please circle your level of Sponsorship support)

Platinum Level	\$10,000
Gold Level	\$5,000
Silver Level	\$2,500
Bronze Level	\$1,000

CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Street Address, City, State, Zip: _____

Phone #: _____

e-Mail Address: _____

Raksha Liaison: _____

PAYMENT OPTIONS: (Please select your method of payment from options below)

Credit Card (Please provide your card #) _____

Credit Card Expiration Date: _____

If paying by credit card please fax this form to Raksha at 404-876-4525.

Check (Please make your check payable to: Raksha, Inc. – Ek Shaam)

If paying by check please mail this form along with your check to:

Raksha, Inc. P.O. Box 12337, Atlanta, GA 30355