



Raksha Celebrates 15 Years of Community Service

The 12th Annual Ek Shaam Raksha Ke Naam

An Evening in the Name of Raksha which means "Protection"



Presenting the

stand up comedy

**of Shareen Kassam aka
"Funny Brown Girl"**

and beats and rhythms by



Saturday, November 13th

6 pm – 12 am

Westin Perimeter

Contact: **Aparna Bhattacharyya**, Executive Director,
(Office) 404-876-0670
(email) director@raksha.org



Raksha's 12th Annual Fundraiser *Ek Shaam Raksha Ke Naam*



Raksha is pleased to invite you to participate in our twelfth annual fundraiser, Ek Shaam Raksha Ke Naam (An Evening in the Name of Raksha). We will also be celebrating Raksha's **15 years of service to the community**. Our goal this year is to raise \$50,000 through this exciting evening. Sponsoring this event can bring your organization tremendous exposure to the fastest growing immigrant group in metro Atlanta while also bringing benefits to local Georgia residents in need of support. Raksha continues to be the only organization solely serving the social needs of the South Asian population in metro Atlanta and Georgia.

Raksha has grown from a small volunteer organization to a community-based agency that plays a critical role in addressing violence against immigrant women and children. Raksha offers crisis intervention and long-term therapeutic counseling to adult domestic violence survivors and children who have witnessed or experienced violence. In addition, Raksha also provides economic empowerment assistance in the form of resume writing, job readiness training and start-up business counseling as well as medical and legal advocacy, language interpretation and youth programming. As the only non-profit organization focused on improving the lives of South Asians impacted by violence, our resources are stretching thin as the need for our services grows.

Raksha is pleased to invite you to participate in this year's Ek Shaam Raksha Ke Naam. This year Raksha is bringing comedians Shareen Kassam to open doors to laughter and good fun. Sponsorship of this event will offer an excellent opportunity to market your services to tens of thousands of South Asian community members through print, web and event exposure. 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 **free** services Raksha provides to the community.

Enclosed you will find an overview of Raksha's accomplishments as well as details regarding various 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



Event Overview



Raksha's 12th Annual Fundraiser *Ek Shaam Raksha Ke Naam* An Evening in the Name of Raksha and 15th Anniversary Celebration

Raksha's annual fundraiser provides an opportunity to reach local American and South Asian business people and prominent leaders. Sponsors of this event will reach 20,000-30,000 South Asians through pre-event publicity and media coverage while showcasing support for one of the communities most prized organizations.

Media & Community Exposure

- Khabar Magazine
- Wownow.com
- Atlanta Dunia
- NRI Pulse
- Desh Videsh
- Namaste Bombay, Ebolo, Radio HumDam
- Web postings on numerous community sites



Organization Profile

Opening doors to a stronger and healthier South Asian Community



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 Programming, Education and Leadership Development Legal Advocacy and Lawyer Referrals Community Outreach and Awareness about Issues Pertaining to the South Asian Community.

Fast Facts...

15 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 20,000 calls and 4,000 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 been recognized for their work in the community both locally and nationally. Raksha and its staff have been recognized by United Way, Anti-Defamation League, Gandhi Foundation, Georgia Commission on Family Violence and Criminal Justice Coordinating Council.



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 100,000 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...

100,000+ 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..

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 Americans have a median household income of \$60,093.

Largest Asian American Ethnic Group in Metropolitan Atlanta

The South Asian community is not only the largest but is also the fastest growing Asian American community in Metropolitan Atlanta.



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



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*
- *12 Months of Sponsorship Recognition in Raksha newsletter*
- *Hot-link from Raksha website to your company's designated website*
- *Eight 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
- 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 – inside 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
- 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
- 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
- Two free tickets for the show and reserved seating for two 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 or call Raksha's offices at 404-876-0670.

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

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

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