



India has the world's most illiterate adults; more than **283** million citizens are not able to cross the bridge from misery to hope of literacy. **YOU CAN HELP!** Every \$1 will be used in helping the literacy effort in India.

November 10, 2013

Dear Business Manager:

We have begun a new fundraising campaign, drawing upon our community to further our support of education and literacy. We extend this opportunity for you to make a difference and be a part of the winning group in eradicating illiteracy in India – every penny helps! Here are the details of the sponsorship program that consists of three levels: Bronze, Silver, and Gold, and includes rewards for businesses that donate.

Bronze: \$50 to \$100

As a Bronze level sponsor, your business will be acknowledged in **a poster** created by REAL Youth members. In addition, we will list your business **as a sponsor in one issue of the REAL e-newsletter** which is e-mailed to over one hundred past and potential donors. These e-newsletters are archived on our website making available your business to search engines.

Silver: \$101 to \$250

As a Silver level sponsor, in addition to being acknowledged as our supporter in **a poster** created by REAL Youth members, your business will be listed **as a sponsor in two issues of the REAL newsletter**, which has over one hundred past and potential donors. Lastly, we will **display your logo prominently on our website**. (Visit REALyouth.org)

Gold: \$251+

At the Gold level, we will acknowledge you as a supporter of REAL in **a poster** created by REAL Youth members and list you **as a sponsor for a full year's worth of quarterly REAL newsletters**, which has over one hundred past and potential donors. We also shall **display your logo prominently on our website**. (Visit REALyouth.org). Finally, as a Gold level sponsor your business **will be highlighted in REAL organized events**, such as India Festival at Pioneer Square and other community outreach events through-out the year.

REAL is a Portland, Oregon based 501(c)(3) organization that is 100% volunteer run and youth led. All donations are tax-deductible and 100% of your donation supports the education and literacy of underprivileged rural children in India. Our TAX-ID is 93-1329396.

If you have any questions regarding this program please contact Divya@REALyouth.org, Victoria@REALyouth.org, or Anisha.Malynur@REALyouth.org.

We look forward to hearing from you and are very grateful to you for your support.

Respectfully Yours,
REAL Youth Volunteer Team

POSTER

ILLITERACY IN INDIA

Fastest on the rise
India has made tremendous progress in literacy efforts in the past decade. But 25% of its population (750 million) is illiterate. It's still the country that has the world's most illiterate adults.

283 million illiterate adults

180 million of these are women

To reverse this trend, the goal is to improve the literacy rate among Indian youth to 4/5 of the rate in the U.S.

There are about 36 million illiterate youth in India.

23 million young girls are illiterate



Early Marriage

WEBSITE

REAL

Rural Education and Literacy
YOUTH TO YOUTH

- HOME
- WHY RURAL INDIA
- PROJECTS
- GET INVOLVED
- ABOUT US
- RESOURCES
- DONATE
- SUBSCRIBE
- MORE



100% of your tax-deductible donation goes towards the literacy of children truly in need.

Donate

Welcome

REAL stands for Rural Education and Literacy and our help goes to rural youth in the poorest states of India. We are a youth-run non-profit 501(c)(3) based in Portland.

Current Events

We have a new infographic about the current state of literacy among rural youth in India. Check it out on our blog.

REAL SAMACHAR

Issue 1, Fall 2012

Where did we go?
It may have been months since you last heard from us



Whether you donated to our organization, requested more information about us, or volunteered with us as a fundraiser at some point in time you supported REAL: Youth To Youth. However, it may have been awhile since you heard from us. Except for a couple trips to India, we

haven't gone anywhere. In your hands, you have the first edition of our newsletter, filled with the many things that REAL has been busy with since we last spoke. From our fundraising efforts in the U.S. to our work in India, we share with you our hopes for the coming year, and how your contribution helped.

Who we are and what we do

The full name of our organization is REAL: Youth To Youth. "REAL" stands for Rural Education and Literacy. "Youth To Youth" signifies who we are and who we help: rural youth in India. REAL is a nonprofit 501(c)(3) organization and is run by high school students. We raise funds here in the U.S. and work to improve the overall education of students in India by partnering with an educational program. India has the largest illiterate

population in the world, and the majority of these people are located in rural villages. The benefits of improved education include reduced poverty by increasing employment opportunities. We work tirelessly to fulfil our mission: to support the needs of rural youth with a goal to achieve literacy among the underprivileged population in India. For more information, visit us at REALsamachar.org.

ISSUE 1, FALL 2012

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"Live as if you were to die tomorrow. Learn as if you were to live forever." -Gandhi

NEWSLETTER



Our Mission

“To support the needs of rural youth with a goal to achieve literacy among the underprivileged population in India.”

Our Youth Volunteer Team:

Youth Board Directors: Anisha Adke, Sonya Bedge, Charvi Bhargava, Nikhil Goyal, Inca Gunter, Varsha Kalavar, Anisha Malynur, Rebecca Panwala, Victoria Panwala, Ruhika Prasad, Anika Raghuvanshi, Neeta Rao, Divya Sridharan, Radhika Subrahmanyan, Harsha Uppili, Hitha Yeccaluri.

Impact in India:

In 2013 we provided a \$3,000 grant to the [Thane Discovery Program](#) which brings educational enrichment to an Adivasi community. We also provided a \$1,500 grant to [Pardada Pardadi Educational Society](#) which has an impressive program that brings education and vocational training to girls from very poor families. We have supported over 10 programs through-out India in the last 10 years totaling \$40,000 in grants. Please visit our website for project details – REALyouth.org.

Our Goals for 2014 – 2016



- ✓ Continue supporting the above mentioned programs.
- ✓ "Adopt" a rural village school and provide mid-day meals to children below the poverty-line through the [AkshayPatra](#) organization. To sponsor a school it will cost over \$2,500.
- ✓ Pilot a two year hands-on [Discover REALscience Program](#) that will bring activities based learning to village schools that have minimal resources and crowded classrooms. Project Cost: \$32,000

None of this is possible without support from generous donors.

*Please consider making a donation to REAL by becoming a business sponsor and a **VITAL MEMBER** of our team!* REAL is a Portland, Oregon based 501(c)(3) organization that is 100% volunteer run and youth led. All donations are tax-deductible and 100% of your donation supports the education and literacy of underprivileged rural children in India. Our TAX-ID is 93-1329396.



REAL Business Donation Form

Thank you for becoming a sponsoring partner of REAL: Youth To Youth

Please complete this donation form and mail your check payable to **REAL: Youth To Youth** to:

REAL: Youth To Youth
P.O. 253
Lake Oswego, OR 97034

Donation made by: _____

Please mail acknowledgement letter to:

Address: _____

Phone: _____ Email: _____

Comments/Notes: _____

Instructions on how you would like us to treat your donation.

- We are happy to support REAL and do not object to being identified as a supporter of REAL in the e-newsletter and on REAL's website.
- This is an anonymous donation.
- Please subscribe me for the e-newsletter, my e-mail address is:

Signature (for above media release): _____

Thank you for your contribution!! All donations are 100% tax-deductible and 100% of your donation goes towards supporting rural youth education in India. Our TAX-ID is 93-1329396.

Questions: Please call Hemakshi Adke at 503.406.8836 or e-mail Hemakshi@REALyouth.org