



300 Washington Ave SE  
Room 126, Minneapolis, MN 55455  
Email: [walk@minnesota.vibha.org](mailto:walk@minnesota.vibha.org)  
URL: <http://minnesota.vibha.org/>



*The Dream Mile*

*2009*

**The Dream Mile  
Vibha 5K and 10K Walk/Run  
Saturday, September 12, 2009  
Lake Phalen, St. Paul, MN**

## DREAM MILE TWIN-CITIES 2008 SPONSORS



**South Asian American Network  
at General Mills**



**THOMSON REUTERS**



Part of the proceeds from this year's race will benefit **Big Brothers Big Sisters** of Greater Twin Cities.



**Big Brothers Big Sisters**  
of the Greater Twin Cities



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Dear Sir/Madam,

On behalf of the Minnesota action center of Vibha, we would like to partner with you for the Dream Mile annual Vibha 10K and 5K Walk/Run being organized on September 12, 2009. This year, we hope to have about 500 participants in this event by reaching out to at least 15,000 people.

Vibha is a non-profit organization founded in 1991 with a vision to ensure that every underprivileged child attains his or her right to education, health and opportunity. Since its inception, Vibha has supported more than 170 projects. Vibha, with the support of patrons such as you, has been able to positively impact the lives of about 150,000 children.

The Minnesota action center of Vibha was founded in 2003. Since inception, the action center has organized several awareness campaigns and fundraiser events such as *Bowl For a Child*, *Annual Walk/Run*, *Anjali*, *SPB concert* and has had great success in reaching out to the local community. We hope you will partner with us to make this event a grand success. Enclosed are more details about various sponsorship packages, and about Vibha's efforts in India and the US.

Please feel free to contact us if you have any questions. We look forward to partnering with you and your organization to strengthen the cause of underprivileged children. If we can dream a little, then we can do a little. We hope to see you at the Dream Mile Vibha 5K Walk/Run on September 12, 2009!

Sincerely,  
*Sujit Jogwar*

&

*Satya Boda*

Coordinators, Dream Mile -2009  
Annual Vibha 10K and 5K Walk/Run, September 12, 2009  
Phone: (952) 428-8383/ (952)-200-4305  
Email: [walk@minnesota.vibha.org](mailto:walk@minnesota.vibha.org)  
Website: [www.thedreammile.org](http://www.thedreammile.org)



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# Who are we?

Vibha (a Sanskrit word) literally means inner radiance or brightness and it signifies our organization's vision of providing every underprivileged child with an opportunity for a brighter future. We are a US based non-profit, non-religious, non-political volunteer organization that seeks to restore the promise of a future to underprivileged children by providing them access to education, healthcare, shelter and nourishment. Vibha volunteers in the US raise awareness and resources to support child development initiatives in India and the US. Since our inception in 1991, we have made a difference to the lives of underprivileged children and it has been possible only through the generosity and commitment of people like you.

## The Vision

To ensure that every underprivileged child attains his or her right to education, health and opportunity.

## Our Mission

Educate, empower and enable every individual who wishes to make a positive difference in the life of an underprivileged child.

## What we do

Since 1991, Vibha has raised nearly 6 million dollars with the help of patrons like you and supported more than 150,000 children through 170 grassroots projects. However, this is only a beginning. Today, over 59 million\* Indian children in the school-going age are currently outside the school system. There are 18 million\* street children and over 15 million\* children living as bonded laborers. Vibha is currently working to help thousands of children in India. In 2007, Vibha supported the following projects in India and USA. The disbursal amount for 2007 is also shown.

\* Source - [www.indianngos.com](http://www.indianngos.com)

Project Name - Organization	Impact Area E: Education, H: Healthcare, V: Vocational Training, C: Community Awareness, R: Rehabilitation T: Training						State In India	Number of Beneficiaries	Amount Funded in 2007
	E	H	V	C	R	T			
Aasmaan - Saathi	x	x					Maharashtra	100	\$7,602.00
After school program for Dalit and Tribal children, Gohaldanga Ramakrishna Sarada Vivekananda Sevakendra (GRSV)	x						West Bengal	150	\$2,756.00
An inclusive preschool for special needs rural children - Shristi Special Academy - Chiguru	x	x					Karnataka	25	\$9,074.00
Ariviyal Anandam, AID India	x						Tamil Nadu	6000	\$5,300.00
Aural Education For The Hearing Impaired - Aured		x			x		Maharashtra	190	\$8,460.00
Child Friendly School Project, Cholai - Action For Labour	x						Tamil Nadu	800	\$9,274.82
Child Welfare Project - Sarada Kalyan Bhandar (SKB)	x	x					West Bengal	490	\$8,034.00
Community based Rehabilitation for Mentally Challenged Children - Rajasthan Mahila Kalyan Mandal	x	x	x	x			Rajasthan	225	\$6,132.00
Development of schools in Sompalle, Mulakalacheruvu, Burkayalakota - Gandhian Organization for Rural Development (GORD)	x			x			Andhra Pradesh	550	\$13,514.00
Dishari - Swami Vivekananda Vani Prachar Samity (SVVPS)	x						West Bengal	258	\$12,429.00
Educating and empowering fishermen community children - Society For Education and Action (SEA)	x	x		x			Tamil Nadu	240	\$6,329.00
Education and Training Program for Deprived Mentally Challenged Children - Prayas	x		x				Rajasthan	55	\$10,344.00
EORTTEC - Jan Madhyam	x						New Delhi	160	\$9,736.18

Project Name - Organization	Impact Area E: Education, H: Healthcare, V: Vocational Training, C: Community Awareness, R: Rehabilitation T: Training						State In India	Number of Beneficiaries	Amount Funded in 2007
	E	H	V	C	R	T			
Educational programme for deprived and destitute rural children - Rural Development Organization (RDO)	X						Tamil Nadu	125	\$3,525.00
Empowerment of older girls - AMTA Block Howrah Ranapara Gramin Bikash Kendra	x		x				West Bengal	100	\$10,108.00
Funding for teacher training - Swanirvar						x	West Bengal	15000	\$2,295.00
Girl Child Education and Vocational Training - ALAMB	x		x				New Delhi	400	\$11,312.00
Integrated Development Initiative for Rural Children - Rachana Society For Social Reconstruction	x						Maharashtra	850	\$23,462.00
Integrated Program for Elimination of Child Labor - Health Education Adoption Rehabilitation Development Society (HEARDS)	x						Andhra Pradesh	120	\$6,954.00
Lets Have Fun and Frolic (LAFF) - Children Toy Foundation (CTF)	x						Maharashtra	3000	\$9,426.25
Model Residential School - Bhagavatula Charitable Trust (BCT)	x						Andhra Pradesh	140	\$51,411.00
NFE Classes For Construction Worker's Children - Door Step School (DSS)	x						Maharashtra	250	\$20,000.00
Pre-primary Education - Vidyarambam	x						Tamil Nadu	900	\$12,375.00
Quality Alternative Education Project - Gramin Siksha Kendra (GSK)	x						Rajasthan	225	\$12,837.00
RDO-Educational programme for deprived and destitute rural children	x						Tamil Nadu		\$3,525.00
Remedial Education for middle and secondary levels - Navjyothi Delhi Police Foundation	x						New Delhi	320	\$4,890.00
RSSO "Alternative Schools" - Ruchika Social Service Organization	x						Orissa	300	\$11,968.00
Sahyog - Jan Madhyam						x	New Delhi	100	\$8,000.00
Sikshana - Sivasri Charitable Trust	x						Karnataka	3500	\$9,426.25

Project Name - Organization	Impact Area E: Education, H: Healthcare, V: Vocational Training, C: Community Awareness, R: Rehabilitation T: Training						State In India	Number of Beneficiaries	Amount Funded in 2007
	E	H	V	C	R	T			
Sishu Tirtha and Green Buds-Child Care Centers - Baikanthapur Tarun Sangha (BTS)	x	x		x			West Bengal	150	\$4,076.00
Slum School Foundation - HOPE Foundation	x		x				Karnataka	230	\$4,989.00
Swavlamban ki Disha Mein, Rajasthan Mahila Kalyan Mandal (RMKM)			x				Rajasthan	50	\$6,926.00
Community Outreach Programme - Vidya Sagar Vikas Kendra, CORP India	x				x		Maharashtra	250	\$7,862.00
Vistaar - Jan Madhyam	x				x	x	New Delhi	1000	\$7,743.00

### Katrina Hurricane Relief:

- Martin Behrman Elementary School (Charter School) in New Orleans (\$13,000)

### Projects in USA:

- Pack-A-Back Program, Sacred Heart Community Service, San Jose, California
- SJNTC-Back to School Clothing and Supplies for High-Risk Children, San Jose, California
- Future Families Kids Coming Home, San Jose California
- Big Brothers Big Sisters of the Greater Twin Cities - Minneapolis, Minnesota
- Collin Intervention for Youth House (CITY House), Plano, Texas
- [Any Baby Can-Early Childhood Intervention](#), Austin, Texas

### 2004 Tsunami Rehabilitation Projects:

- Association for Sustainable Community Development - ASSCOD(\$7088): Medical Camps, School supplies, Utensils for 500 families in 11 villages
- Society For Education and Action - SEA(\$3000): School supplies, Food for 600 families in 12 villages
- Vidyarambam (\$15000): Education, Mobile Toys Van reaching 750 children
- Rising Star Outreach - RSO (\$3000): Distributed Saris, Bed Sheets



# The Dream Mile: 5K/ 10K Walk and Run

The annual Run/Walk is a national fundraiser of VIBHA to aid child relief. Over the last eight years, the walk has been a nation-wide success; reaching over millions of people. This is the fifth successive year that Vibha-MN is organizing a walk/run event in the Twin Cities. Since its inception, the events are professionally timed and awards are given in several age categories each year. Last year we had about 350 participants from different age groups and diverse backgrounds. This year we hope to have at-least 500 participants.

## Nationwide 2007 VIBHA Walk/Run Figures

	Number of Registrants	Estimated reach	Profile of participants	Media used for publicity	Further details
<b>Atlanta</b>	~700	~25,000	Software Professionals, Doctors,	Walk / Run publications, South Asian magazines/ TV, / Radio and websites	<a href="http://atlanta.vibha.org/vibhawalk/">http://atlanta.vibha.org/vibhawalk/</a>
<b>Austin</b>	~500	~15,000	Students, Technology professionals, 90% under 40 years	Fliers, South Asian magazines, Booths,	<a href="http://austin.vibha.org/vibhawalk">http://austin.vibha.org/vibhawalk</a>
<b>Dallas</b>	~200	~20,000	Average age around 30. Software professionals, students	Patron emails, local radio, South Asian magazines / websites Posters	<a href="http://dallas.vibha.org/walk/">http://dallas.vibha.org/walk/</a>
<b>Minnesota</b>	~400	~15,000	Average age around 30. Professionals and students	Local radio, local newspapers, mailing list, fliers, posters and website	<a href="http://www.minnesota.vibha.org/vibhawalk/">http://www.minnesota.vibha.org/vibhawalk/</a>
<b>San Jose / Bay Area</b>	~450	~15,000	Average age around 27. Professionals	Stickers, event listings on websites, company mailing lists, posters	<a href="http://bayarea.vibha.org/walk">http://bayarea.vibha.org/walk</a>
<b>Los Angles</b>	~100	~10,000	Average age around 27. Professionals	Stickers, event listings on websites, company mailing lists, posters	<a href="http://la.vibha.org/walk">http://la.vibha.org/walk</a>
<b>Washington DC</b>	~100	~5,000	Average age around 30. Software Professionals & Students	Friends, company mailing lists, booths	<a href="http://dc.vibha.org/vibhawalk/vibhawalk.htm">http://dc.vibha.org/vibhawalk/vibhawalk.htm</a>
<b>Total</b>	~2,450	~105,000			

## 2008 VIBHA-Minnesota Walk/Run Figures

- 360 Participants
- Raised ~ \$18,069 (Net proceeds were ~\$15196 after expenses of ~\$2,800)
- Total Reach - 15,000
- Number of Fliers Printed -10,000
- Radio stations, Magazines, Event Calendars
- Number of Emails Sent - 3,000





## You can help

Features/Level	Approximate number of People Reached	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Associate Sponsor
<b>Local Sponsor</b>						
<b>Your choice: Please check ( ✓ )</b>						
Amount		\$2,000	\$1,500	\$1,000	\$500	\$250
Free Registrations	-	20	15	10	5	0
Logo/Banner/Name on Vibha MN's Walk web site	1,000	Banner	Banner	Banner	Name	Name
Banner and PA announcement at site	1,000	Yes	Yes	Yes	Yes	Yes
Logo/Name on publicity flyers	10,000	Logo	Logo	Logo	Logo	-
Logo/Name on t-shirts	500	Logo	Logo	Logo	Name	-
Company Name and URL on all Walk promotion e-mails (Yes/No)	5,000	Yes	Yes	-	-	-
Company Booth at Walk Site (Yes/No)	500	Yes	Yes	Yes	Yes	-

ORGANIZATION NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

Make checks payable to: **VIBHA**, Mail to: **VIBHA-MN, 300 Washington Ave SE, Room 126, Minneapolis, MN 55455**

**If you are our Platinum, Gold, Silver or Bronze sponsor, you may also distribute your products (with appropriate permissions) at the Race. By contributing you will not only support a major cause but will also get a visibility in the eyes of as many as ~15,000 people.**

**Also, part of the proceeds will benefit Big Brothers Big Sisters of the Greater Twin Cities.**



Consider becoming a National Sponsor for the Dream Mile which is currently hosted in seven metropolitan areas. Atlanta - GA, Austin & Dallas - TX, Bay Area & Los Angeles - CA, Twin Cities - MN and Washington D.C.

Features/Level	Approximate number of People Reached	Tier 1	Tier 2	Tier 3
<b>National Sponsor</b>				
<b>Your choice: Please check ( ✓ )</b>				
Amount		\$20,000	\$10,000	\$5,000
Free Registrations/ city	-	20	15	10
Banner/Name on Vibha's Walk web site	100,000	Banner	Banner	Banner
Logo on publicity flyers	100,000	Logo	Logo	Logo
Logo on t-shirts	2,500	Logo	Logo	Logo
Company Name and URL on all Walk promotion e-mails (Yes/No)	50,000	Yes	Yes	Yes
Company Booth at Walk Site (Yes/No)	5,000	Yes	Yes	Yes
Ads in walk souvenir distributed to participants (wherever printed)	2,500	Full page	Back Cover Full page	Inside Front (or) Back Cover Full page

ORGANIZATION NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

Make checks payable to: **VIBHA**, Mail to: **VIBHA, 1030 E El Camino Real, #424 Sunnyvale, CA 94087**

**If you are our Tier 1, 2 or 3 sponsor, you may also distribute your products (with appropriate permissions) at the Race. By contributing, you not only support a great cause but will get visibility in the eyes of as-many-as ~100,000 people.**



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**Part of the proceeds could benefit local charities\* as well.**

\* Not all metropolitan Dream Mile race/walk support local charities.

*“A small group of thoughtful people could change the world. Indeed, it’s the only thing that ever has.”*

*- Margaret Mead*

**The DREAM MILE  
Vibha 10K and 5K Walk/Run  
September 12, 2009  
Lake Phalen, St. Paul, MN**



To learn more about Vibha's flagship annual fundraiser - The Dream Mile, please visit our website [www.thedreammile.org](http://www.thedreammile.org).

**Vibha Minnesota Action Center**

In the Twin Cities, Vibha-MN volunteers meet on a regular basis. We organize fundraising events in the community and participate in project evaluations and monitoring. Vibha-MN is also a registered student organization at the University of Minnesota. Please contact us if you wish to contribute or volunteer! Visit us at <http://minnesota.vibha.org>