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Formed: Apr. 2011

Status: Non-Profit

Tax ID: 45-173 3688

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Pediatric Advisory Council

Chair:
Dr. Vipul Mankad, MD
Houston, TX

Women's Advisory Council

Chair:
Mrs. Nalini Sudharshan
Nicholasville, KY

Veterans Advisory Council

Chair:
Mr. Paul Johnston, CPA
Lexington, KY

Major Missions:

IGNITING MINDS

EMPOWERING BILLIONS

Application for Recognition of Exemption

Under IRC Section 501 (c) (3)

PART – IV

Narrative Description of the Activities

Undertaken to benefit the poor citizens

- 1. Objective:** All our activities are aimed at evolving happy, prosperous and peaceful societies by eliminating poverty, eradicating illiteracy and enhancing the quality of life, by empowering the people to take care of their own matters, using modern technology.
- 2. Evolving Prosperous Communities:** Empowering the billions of the poor (current estimate - over 3 billion in the world) requires multiple initiatives / programs / projects / missions well suited to the intended audience. Empowered people will be self-sufficient and confident about their own sustained progress. The additional skills and acquired knowledge shall lead to better employment opportunities to improve earnings and better purchasing power. The eradication of poverty must be long term and sustained. Every activity shall be aimed to empower the poor to take care of their affairs in the best way possible as individuals, families and as the whole community.
- 3. Who designs the Activities?** The Foundation Volunteers, Sponsors, Supporters, Institutional Partners, the General Public, the Advisory Councils, Executive body, the President, Directors of the Board, and anyone interested in the Foundation's objectives may bring to the attention of the President, the Executive body, the Advisory Councils or the Board, the needs / requirements / demands of the poor in any part of the world. After careful evaluation and if required, in consultations with knowledgeable experts, the President or the delegated persons within the Foundation, shall design the activities and associated logistics, including a tentative budget and sources of funding, when relevant.
- 4. When is the activity conducted?** This is an ongoing mission with many projects to help poor people in many parts of the world, by analyzing the locally available natural resources, their core competence and ways to channel these resources, the Foundation shall come up with an affordable solution and when to initiate or launch the activity. Many activities shall be ongoing, long term as the ultimate goal is to reach out to every poor person willing to participate.
- 5. Involving the Local Leadership:** The Foundation believes in facilitating leadership development among the beneficiaries and training them from the very beginning to handle their own matters in an efficient and fair manner. This reinforces the confidence in the beneficiaries they are capable of taking charge of their own affairs, with proper skill, information, knowledge and training. As often as possible, the local elected and community leaders are invited to participate at the launch and become involved, support and allay the fears among the recipients.
- 6. Where is the activity conducted?** Poverty is a universal problem not isolated to any one country or region. Wherever and whenever the poor are willing to improve their skills, become self-supporting and get out of poverty, the activities shall be initiated in public facilities.
- 7. How does the activity fit with our mission?** The Foundation shall provide through its volunteers needed information, education, skills and knowledge to overcome the problems and

facilitate better economic potential. Each activity to help the poor and get them out of poverty and its associated maladies for better quality of life will certainly enhance and reinforce the vision, mission and objectives of the Foundation.

8. **What Time is allotted?** Including the designing, coordination with the beneficiaries, collaboration with one or more participants and institutions, the Foundation expects to allot sufficient time to come up with a workable solution. Poverty alleviation and providing skills is an ongoing process and must be continued as long as there are deserving poor people ready and willing to participate and benefit from the activities.
9. **How is the activity funded?** The Foundation was founded and is sponsored to a large measure by three of the family group of companies that the President and the Directors are involved in. As socially responsible corporate citizens, they felt strongly about the poverty existing in this world and that they must do their part to alleviate this menace.
 - a) Each Founding Sponsor is bringing its core competence by donating time, expertise, staff, products, services as well as funds, whenever possible, to ensure the volunteers, beneficiaries and other stake-holders gain the most.
 - b) Using modern technology and one hour or more per month of time donated by the Volunteers, most activities reaching out to many are operational with the least expense.
 - c) Apart from seeking financial support from the general public, the Foundation shall apply for grants from private foundations, governments, institutions, community foundations and generous individuals. Based on the terms of the grant and the recipients, the funds shall be allotted and monitored to ensure 100 % of it is used as intended. When the funding requirement is very large the Foundation shall seek suitable grants. Each grant proposal will address every aspect of the proposed activities and what the funds will be ear-marked for, before receiving the grant.
 - d) The funds needed for the activities may vary from one to the other and from one location to another. Many activities may need a one-time seed fund and then they can be sustained with very little or minimal maintenance.
 - e) The Foundation encourages the donors and sponsors to be directly linked with the recipient organization and nurture an ongoing benevolent relationships to ensure the intended benefits are indeed achieved. Especially when the activity is in any of the foreign countries that do not recognize the US registered charitable organization such as the 'We Serve' Foundation, it is better to request the donor(s) directly cover the expenses and ensure their donation is 100 % spent on what they desired and not used for any administrative, management or fund raising activities.
 - f) The Foundation shall ensure a number of beneficiaries in each location get adequate training to take up and conduct the activity on an ongoing basis, helping their fellow citizens. The Foundation will offer help as needed.
10. **Encouraging Direct Donor involvement:** Once an activity is planned, the Foundation looks for generous individuals willing to sponsor specific projects. Most often, generous people come forward if their own area or country is getting the full benefit of their generosity. The Foundation encourages them to get directly involved and interact with the recipients. This ensures their donation is spent on that specific project and they have a long term interest in its success.
11. **Common goal in all our activities:** Each activity listed below is to address in one way or another EMPOWERING the billions of poor. The explanations given (Para 1 through 9 above) regarding the type of activity, who conducts it, where, when, how it is funded and how it promotes the vision, mission and objectives of the Foundation are applicable to all the ones listed below. The 'We Serve' Foundation is a VOLUNTEER driven organization using modern technology to empower the common man, woman and child and ensure they live a better quality of life like the well to do. The enclosed details, copies of documents, brochures, emails, etc. provide ample proof of the efforts being put in every one of these by several individuals and organizations to achieve our common goal in empowering the billions.
12. **Many missions towards a single purpose:** The Foundation is very young and has a lot of projects as ongoing projects to help people in various parts of the world. Essentially every activity that has been started since inception and those yet to be started require continued attention and activity. When one set of people are empowered to handle a problem well with sustained progress, the Foundation will launch it in another part of the world that needs help to resolve a similar problem. In that sense, very few activities will be fully 'completed'.

- 13. Listing many of the Activities:** The list below provides the launch date and some related activities on many of these 'PAST' activities and as can be noted, several are continuing and will need to be followed in the future as well. Takes a significant time interval from the first contact till the project takes shape and is launched to provide the intended benefit to the poor people. Being a new entity, we have not yet had time to say any of these projects have reached out to the 3 billion poor of the world and made a significant change in their lives. With the help, participation and collaboration of many thousands of generous minded people, the Foundation shall do its best to help the less fortunate.

PAST Activities:

- 1. Design & Launch 'Empowering Billions':** Apr. 2011
Empowering Billions – Presentation
Empowering Billions – Letter mailed to individuals & emailed
Empowering Billions – Letter sent to Institutions
Empowering Billions – FAQ
Response from the public

- 2. Design & Launch 'Igniting Minds' Mission:** Dec. 2011
Igniting Minds – Presentation

- 3. Recruiting Tele-Volunteers:** from Apr. 2011
List of current tele-volunteers
Information sent to Individuals and Institutions
Tele-Volunteer Disclaimers
Volunteer Declaration – Adult / Youth
Seeing Volunteers fluent in Tamil

- 4. Fund Raising:** from Apr. 2011
Seeking donations for Igniting Minds Mission – email
Seeking Donations by Mail
Collaboration with 'Minveli Media Works'

- 5. Helping the Veterans:** Oct. 25, 2011
'Veterans' Advisory Council' of the Foundation
Meeting in Frankfort with VA Administration
'Hiring Our Heroes' - Veterans Fair participation

- 6. Adult Education: Empowering Rural women:**
Meeting with Professor Madhu in Lexington, KY Sep. 4, 2011
Meeting & discussion – Field officers in Chennai, India July 16, 2012
Marketplace Literacy for Rural Women – to be webcast
Women's Advisory Council of the Foundation specifically focuses on women's issues and formulates ways to implement the programs to help women.

- 7. Helping the Fishermen communities in South India:**
Distributing Life Jackets July 19, 2012
Proposal for a Mariculture Cooperative – Coastal PURA July 27, 2012

- 8. Pediatric Advisory Council** of the Foundation – is formed of several leading pediatricians takes up the cause of children and comes up with workable solutions.

9. **Electronic Connectivity:** The Foundation so far has set up 13 Virtual Classrooms in various rural and urban schools, colleges, tribal hostels, etc. for > 16,800 poor children in India. 20 more Virtual Classrooms are in the pipeline to cover > 40,000 poor students under this program. The syllabus based HD Multi-media course contents are provided in the local servers that allow the teachers and students to enhance their learning with relevant and up to date contents. The contents are being updated about three times a month to ensure these are current.
10. **Collaboration with educators:** In 2010, only 1.4 % of the rural population in India had internet access and about 6.5 % in urban areas. The Foundation has obtained authorization from the **Khan Academy.Org** to download their online educational contents and upload them in each of the local servers provided as part of the Virtual Classrooms. This has been done for all the Virtual Classrooms set up to date.

PRESENT Activities:

The Foundation has launched eight programs till now to reach out to the poor to empower them. Many of these programs and the ones yet to be launched will take many months and years to reach significant number of the deserving people.

1. **'Empowering 3 Billion'** poor in the world is an ongoing activity in every aspect of human life and must continue until poverty is eradicated.
2. **'Igniting Minds'** to empower the less fortunate with skills and knowledge is an ongoing activity and will last for decades till the world is rid of illiteracy, poverty and ignorance which often leads to other social maladies such as discrimination, extremism, etc.
3. **Volunteers:** Will need thousands of willing and talented volunteers giving one hour per month to help the billions of poor in almost every country, including the developed ones. Volunteer recruitment, channeling their experience, talent and generosity to help the less fortunate is an ongoing activity of the Foundation.
4. **Fund Raising:** Till now, the Foundation has relied on word-of-mouth, direct solicitations and personal appeals to various individuals, groups, organizations and institutions - as the Foundation is not necessarily asking for the donations to be sent to the Foundation, but to encourage the donors to sponsor the activities and programs they want to support and sponsor directly, without having to route it through the Foundation. The Foundation shall be a facilitator / coordinator / catalyst in most projects and missions.
 - (i) **Encouraging Response:** The comments and responses to date have been quite encouraging indeed. Every one of the 13 Virtual Classrooms providing electronic connectivity have been sponsored by individuals directly, without having to route the funds to the Foundation, which then will have to re-direct it to the end-recipient. By linking the donor and the end-recipient, the beneficiaries get to work with the donor directly and this creates a lot of goodwill all around. The donors are encouraged to inaugurate the Virtual Classrooms they sponsor.
 - (ii) **Generosity of i-Grantee:** For now, i-Grantee with its vast experience in setting up the Pan-African e-Network, has been very generous in providing its experienced Technical staff to set up the Virtual Classrooms at actual, procurement cost, without adding any profit margin, it is getting reimbursed the purchase cost of the hardware and required software licenses from third party vendors.
 - (iii) **Foundation's own staff:** For now, the Foundation does not have any employee or staff experienced or knowledgeable in setting up the electronic connectivity or tele-ed networks. Until the Foundation secures adequate funds to be able to hire and train its own staff, it sincerely appreciates the tremendous help provided by i-Grantee.
 - (iv) **Seeking Grants:** Most grants require the applicant to have 501 (c) (3) exemption. Once the Foundation is given the tax exemption, it plans to apply for sufficient grants from private and government entities to (i) set up Virtual Classrooms (ii) provide world-class education free online to over 50 million poor students in many countries; (iii) establish nodal centers for free digital access by any age group; (iv) set up public libraries with print and digital books and (v) provide adult education programs to benefit the entire communities.

- (v) **Future Growth:** The Virtual Classroom sponsors have pledged to underwrite 20 more to be set up within the next three months. With 13 of these, 16,800 poor students are receiving world-class HD multi-media educational courses to enhance their syllabus. 20 more will cover over 40,000 poor students from different parts of India. With additional funding from generous donors and grants, this activity shall be continued for decades helping the poor in many countries. Our aim is to benefit 50 million poor students within the next FIVE years – if the sponsors come forward in sufficient numbers.
5. **Helping the Veterans:** Using online education to provide additional skills and training – especially in many IT based employment is possible. Planning to interact with many institutions and organizations that specifically work with and support veterans, their families and dependents. Hoping to recruit many of them after giving them suitable training to help with the Foundations missions, when sufficient funds are received either as donations or as grants from private and governmental programs. The **Veterans' Advisory Council** of the Foundation shall play an active role in helping the veterans and their dependents.
6. **Adult Education** for women and men in many areas is in great demand in many parts of the world. Very important to provide what is required in each location and tailor it to meet the local concerns promptly and efficiently, being affordable and user-friendly. The Foundation plans to bring in respected educators in many fields and provide online webcasting free in a number of topics of real concern.
7. **Helping poor communities:** The Foundation shall do its best to help clusters of villages and several sections of the population when the problems are common to the affected. The type of terrain may define the problems those communities encounter the most. Hill / Coastal / Forest / flat terrain, etc. each have their own set of problems that must be analyzed and properly addressed. Tribals / Native citizens / Aborigines and similar societies that once were flourishing seem to be suffering for one reason or another. Evaluating their unique requirements, understanding their rich cultural heritage and traditions will be important to resolve many of their problems in a sustained manner.
8. **Helping Children:** Millions of children all over the world suffer for want of basic necessities such as food, water, basic healthcare and education. Malnutrition and hunger in one part of the world is not to be ignored and must be resolved quickly and whenever possible, by taking preventive steps well in advance. The Foundation shall reach out to experts in many fields to address the problems of childhood in the world. This will be an ongoing concern of the Foundation.
9. **IGNITING MINDS:** Electronic and knowledge connectivity to help poor students in schools and colleges
- a) Virtual Classrooms – in 13 schools, tribal hostels and colleges in TN, India > 16,800 students
 - b) Online Free Tele-Education and free tele-tutoring being set up to provide free tele-tutoring.
 - c) Developing many educational Contents for K-12 in HD multi-media formats
11. **Tele-education network:** As part of the Igniting Minds Mission, over the past several months, the Foundation has been designing and developing plans to register many volunteers to provide free education to poor children online, using the Virtual Tele-Ed Application and the cloud computing format we set up. Wherever broadband access is available, the poor children are linked online with the Foundation Volunteers to receive free tele-tutoring in various subjects, taught in several languages.
12. **Collaboration with educators:** Additional course contents and skill development programs are being developed to meet the demand from the schools, the teachers and the students. These are uploaded onto the local servers about three times a month, when the IT Service tech visits these locations, ensuring proper use of these.
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FUTURE Activities:

The tax exemption under 501 (c) (3) as a public charity will enable the Foundation to participate in grant applications and when successful, launch the approved projects. Funds are needed to setup many more, bring in needed staff and also maintain the hardware and software regularly. When there is sustained progress in one part of the world, the Foundation will launch similar projects in other parts of the world in need of similar solutions.

[1] Empowering Billions:

- a) Recruiting tele-volunteers to help the poor and less fortunate in many ways
- b) Meeting with educators, institutions and generous individuals to raise funds
- c) **Online Skill development Initiative for the poor:** In collaboration with IT organizations, the Foundation shall provide free online tele-education courses to poor students and beneficiaries in the following areas:

Bookkeeping and Accounting Services	BPO / Call Center Services
CRM / SRM / VRM Services	Customer Support Services
Customization of IT Products & Services	Cloud Computing - Private
Digitization and Disaster Recovery Solutions	EMR / E H R / HIT Services
Data storage, Management and Mining services	Medical Transcription Services
Form Processing and Digitization Services	Mobile Application Development
Web Design, Development & Maintenance	SaaS / IaaS / PaaS
Web / Online / Internet Research Services	Tele-Marketing Services
Technical Support – IT Help Services	Smart ERP solutions & Services

[2] Tele-Medicine: AAPI Foundation runs 14 free medical clinics in India – and has shown interest to work with the Foundation to set up Tele-Medicine link with our Medical Volunteers. Primary care givers in rural, tribal, orphanages, etc. have shown interest in seeking free Tele-Medicine links with our medical volunteers for free online medical consultations. The Foundation plans to activate these in 2013, if sufficient funds become available.

[3] Online Health Education: Part of our the Foundation efforts in 2013 and beyond will be to develop pertinent healthcare topics for webcasting as part of the Adult Education project, based on the healthcare needs in the geographical location, climate, cultural habits, etc. These informative and educational sessions will be recorded digitally by our medical volunteers and made available free online. These will be provided in a number of local languages to ensure the message reaches as many as possible, without any language, literacy or education barriers.

[4] Helping the Veterans: The Foundation shall provide online skill development courses to improve sustained employability.

[5] Helping the fishermen: The Foundation shall follow up with the local leaders in the Southern coastal part of India on the progress of the Coastal PURA and the Mariculture Cooperative that has been suggested. The Foundation shall approach various institutions to make this a reality as that will help > 500,000 families that depend on deep sea fishing for generations.

[6] Helping rural & urban poor women: Collaborating with Professor Madhu of the Univ of Illinois, an \d his team, the Foundation shall educate illiterate village women to be successful entrepreneurs using the micro-financing loans they receive. Imparting basic financial knowledge, running a small business, understanding micro-finance, etc. will be part of the **Women advancement programs** that the Foundation shall undertake.

[7] Teaching Children basic financial knowledge: Very important to develop online programs on the fundamentals of financial knowledge to educate children so that they grow up with adequate understanding and grasp on these. This type of education will help eradicate the hundreds of suicides among the farming population, and stop predatory lending practices.

[8] IGNITING MINDS: Electronic and knowledge connectivity to help poor students in schools and colleges

- a) **Future Activity:** 20 more schools shall receive Virtual Classrooms in various parts of India where poor students are educated - in the next three months. That will cover well over **40,000 poor students**. In over 600,000 villages, India has > 450 million children and youth below poverty level. Igniting Minds shall bring modern, high quality education to most of them. This obviously requires substantial financial support for the hardware, installation, broadband access, servicing them and maintaining them over the next several years.
- b) Most developing countries have large population of poor without access to proper education or employable skills.
 - 1. Adding education contents in many Languages to benefit people in many countries
 - 2. Live, Interactive online seminars by eminent scientists, educators & leaders
 - 3. Offer free Skill Development courses online for employment suitability

4. Adult Education: free, online courses on several topics
 - ✓ Preventive Healthcare – Human and Veterinary
 - ✓ Dental hygiene
 - ✓ Child rearing, nutrition, health care topics
 - ✓ Women's health: maternity, cancer screening, etc.
 - ✓ Men's health: Common health problems, stop smoking, addiction, etc.
5. Educating adults and children on proper sanitary practices for a healthier life
6. Lessons on Improved farming and agricultural methods for better yield
7. Developing sustainable, renewable and alternative energy sources
8. Basics of business and financial knowledge & entrepreneurship
9. Back-Office Processing & Call Center skill training

[9] Tele-education network:

- a) **Enriched Cloud Computing, LLC**, one of the Founding sponsors shall help the Foundation with setting up and maintaining dedicated servers and cloud computing – at a significantly subsidized cost incurred for the server rental, cloud computing, IaaS, PaaS, etc., from third party vendors (or provide these free, whenever possible).
- b) **Collaborating with online educators:** Similar to Khan Academy, several educational initiatives (Coursera / EdX, etc.) offer free courses online. The Foundation shall contact every one of them to bring their course contents on to the Foundation network and provide it free to the poor students who do NOT have access to the internet or have a personal PC or laptop, etc. The Foundation plans to reach out to many advanced institutes in every country so that when the children graduate and are ready to pursue higher education these institutes will give them a helping hand and ensure the empowerment will provide better employment and get out of the vicious poverty cycle once and for all.
- c) **Online educational seminars:** The Foundation shall set up live and recorded webcasting of lectures and seminars on a monthly basis, conducted by eminent scholars, Nobel laureates, respected scientists, renowned educators, global leaders and prominent citizens to motivate, educate and benefit the poor students in many countries.

[10] FREE public Libraries: The Foundation shall set up free public libraries in rural schools and community nodal centers in rural village clusters with printed and digital books for all age groups. In collaboration with organizations such as the '**International Book Project**', etc. thousands of donated books shall be distributed in many countries.

[11] Future planned Activities: The Volunteers shall coordinate with rural and urban poor to provide skills and knowledge in many of the initiatives / programs / projects / missions listed below - to be launched in the future:

1. **Promoting Rural Prosperity** – using skilled youth to set up businesses, industries, based on local conditions
2. **Promoting Employment Generation** – important to develop entrepreneurs and sustained employment
3. **Promoting Energy Independence** using alternative, renewable sources - bio-mass, bio-diesel, solar, wind, etc.
4. **Protecting Water Resources:** Water purification, rainwater harvesting, conservation and management projects

