



"Surrounding the World with Love and Hope"

'Ray of Hope...'

A Social Initiative by students of
The Indian Institutes of Management (IIMs) & The Indian Institutes of
Technology (IITs)

To read more, please visit our website www.rayofhope.in

'Ray of Hope...' awarded **"THE INDIAN GENIUS"** - by The Week Magazine

"Simple local solutions change lives across the nation."



"Hope Center"

An Internship and Volunteer Task Model

How you can help us

1. Why do we need Hope Centers?

- **Hope Centers provide an opportunity to**
 - create awareness in the local community about the situation of underprivileged community
 - create awareness in the local community about Ray of Hope
 - harness resources within localities/cities across the world to benefit the underprivileged
 - encourage community leadership in the society
- To enable us to contribute towards the world's future, especially with regard to the underprivileged community's issues
- **In short, you could involve more of your friends and family in identifying:**
 - Slums
 - Villages
 - Orphanages
 - Street children
 - Old-age Homes, mentally/physically impaired homes

In such areas, we will concentrate upon identifying:

- The various issues like educational, health & infrastructural requirements
- Sources of funding and applying those funds in a planned and structured manner
- Other NGO's/corporate and bodies with whom we can form/have already formed alliances with to improve the efficiency/effectiveness
- Smart, motivated and talented children in any field (education, sports, etc), and provide them with the necessary funding/training
- Marketing strategies to make sure that many more could join us in this noble endeavour and hence help more of the poor

2. Initiating a Hope Center: Phase 1

- Gather information about underprivileged community in your city/town/village/university
- Speak to the various to find out their experiences
- Take a decision to start a 'Hope' Center in your city/town/village/university
- Inform us

3. Shaping a Hope Center : Phase 2

- **Focus on recruiting volunteers**
 - Aim for an initial strength of 5-10 volunteers
 - Share information about Ray of Hope with them
 - Form a Google group for interaction within your Hope center/city
 - Form a core team of 4-5 key volunteers to help you build & manage the Hope centre

- Register with Ray of Hope at <http://www.rayofhope.in/joinus.php>
- Join the national Ray of Hope Hope Center Leaders Google group/Orkut - <http://www.orkut.co.in/Main#Community.aspx?cmm=17460418> - contact us for further details
- Create monthly Hope Center leaders conferences and make your team participate
- Compile a preliminary list of Associations in your city
- Include local Student Associations, organisations and social groups
- Visit the following site for more information www.indianetwork.org/census
- **Contact the office bearers of each association**
 - briefly introduce Ray of Hope to them
 - mail them introductory information on Ray of Hope
 - Request them to formally introduce Ray of Hope at their next meeting or function
- OR, Request them for permission to set up an information table at their function
- Make sure you have a volunteer sign-up sheet to capture contact details of interested persons
- Start show casing and representing Ray of Hope through booths/stalls at other events and functions - this is a great way to start
- **Create multiple opportunities to publicize Ray of Hope in your city/local community/university**
 - Place fliers, posters, donation jars at locations frequented by people- shops, restaurants etc
 - Place Ray of Hope information on local e-mail networks, newsgroups, and websites
 - Contact the local TV, radio & cinema halls with requests for airing Ray of Hope ads
- **Set date and venue for volunteers to meet**
 - initially bi-monthly meetings will help build motivation
- Regularly touch base with other Ray of Hope's 'Hope Center' Leaders across USA
- Evolve an annual plan for your Hope Center with your core group - share it nationally

4. Scaling up a Hope Center: Phase 3

- **Start organizing fund raising events and programs**
 - Keep in mind your volunteer strength and skill sets
 - Plan events that will be supported by your local Indian community
 - With each event, you will get more volunteers as well as donors
- **Start contacting companies with event sponsorship / fundraising proposals**
 - Those with known social responsibility agendas
 - Those with a business interest in India
 - Those with a sizeable number of employees of Indian origin
- Try to get Ray of Hope included in the list of supported charities of as many companies as you can tap your volunteer base
- Endorse "Corporate Matching" grants
- Contact universities in/around your city- start Ray of Hope sub 'Hope Center' through interested students
- Plan and review activities regularly, share your successes nationally and contact the accountants to settle your accounts!!

5. Ideas for fundraising events:

- Ray of Hope Walk
- Music Concerts
- Talks and Seminars
- Booths and stalls
- Movie Screenings
- Charity Dinners
- Sports(e.g. Cricket, Tennis) Tournament
- Dandia/Garba Evening
- Food Festivals/Stalls
- Antakshari/Karaoke
- Rupee Drives : For example:

Go to family, friends, classmates, churches and other faith-based organizations and attempt to collect as many unsharpened pencils wrapped in a 5 rupee/10 rupee bill as you can. This is a great way to provide students at underprivileged schools with much needed school supplies as well as funds to help make classroom repairs, install water pumps and create daily food programs.

6. Keep the momentum going for volunteers

- Regular meetings and updates
- Evolve plans collectively
- Share responsibilities
- Share information – local and national
- Recognize efforts
- Provide space for social interaction

Please Contact us at <http://www.rayofhope.in/contactus.html> for any queries