



## ANNUAL REPORT 2012 - 2013

### **About Gandhi Worldwide Education Institute**

Gandhi Worldwide (GWEI) has embarked on an ambitious multi-pronged program to help eradicate the scourge of poverty and human degradation. Gandhi said: "Poverty is the worse form of violence," and must be tackled on all fronts to ensure human rights and human dignity to those who are victims of societal exploitation.

The priority of the Institute is to rescue children from the poorest sections of Indian society who are the first to become victims of criminal gangs; the second priority is to build an institution that serves as a shelter as well as a learning institution where the rescued children will receive basic education.

Prior to founding GWEI in 1998, Arun and his late wife, Sunanda, spent nearly 30 years in India working with friends to help the oppressed and abandoned children, utilizing Gandhi's philosophy of SARVODAYA — the Welfare of All Citizens. They rescued and found homes for hundreds of abandoned children and developed various economic programs, successfully changing the lives of thousands of impoverished people.

The Institute is a registered 501(c) tax exempt organization located in Wauconda, IL.

## **Gandhi Worldwide Education Institute**

**Registered Office:**  
418 Lake Shore Blvd.  
Wauconda, IL 60084-1522

**Fiscal Start:** July 01, 2012  
**Fiscal End:** June 30, 2013

### **501c3 Compliance**

IRS Determination Letter  
Illinois Secretary of State File Number 66072282  
Illinois Department of Revenue Account ID 4087-3056  
Dun & Bradstreet Number 805812810  
Agent: Richard M. Sawdey, Esq

**View GWEI Financials & Data Online:** [www.bit.ly/HvmrYn](http://www.bit.ly/HvmrYn)

Email: [questions@gandhiforchildren.org](mailto:questions@gandhiforchildren.org)

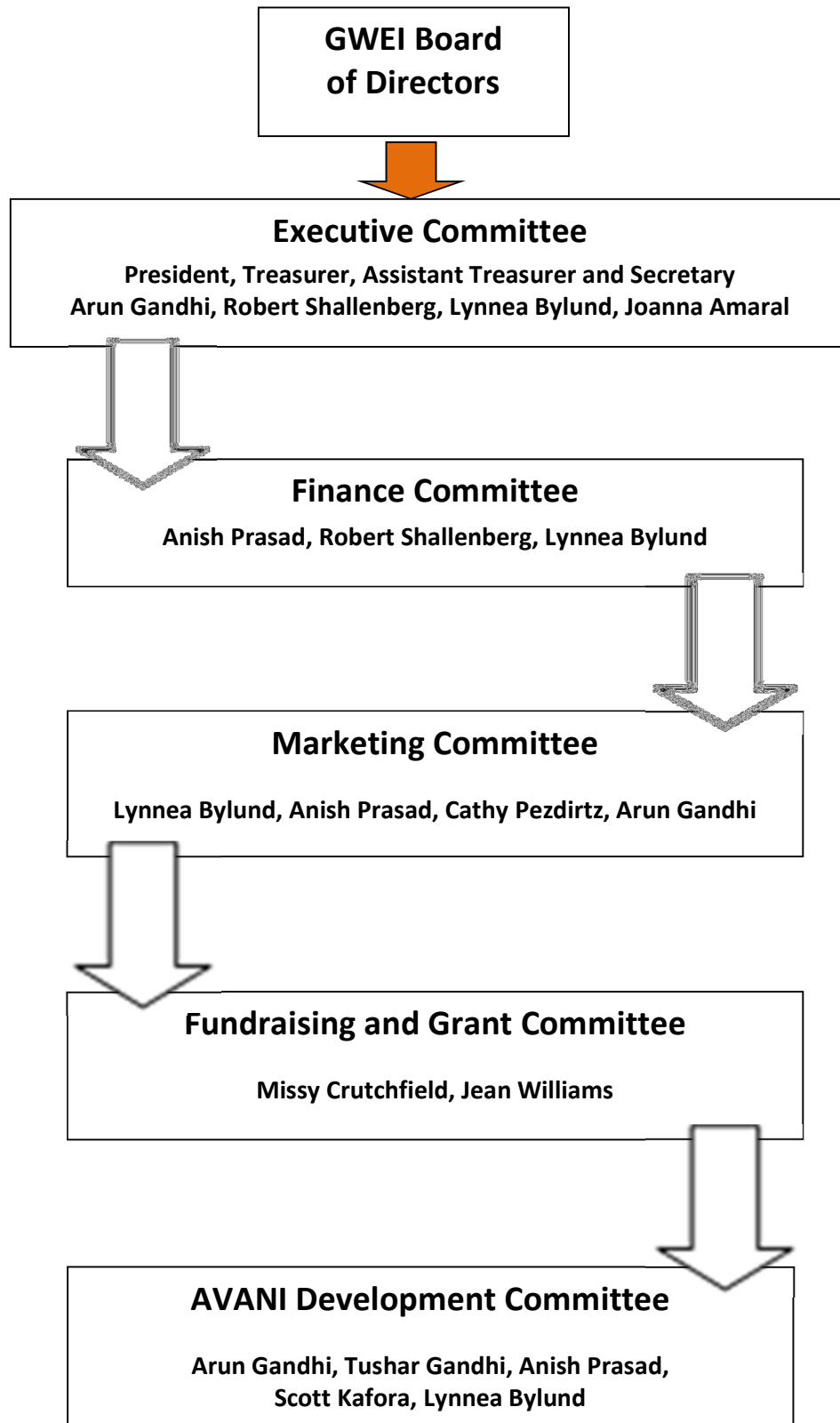
Website: [www.gandhiforchildren.org](http://www.gandhiforchildren.org)

<b>President / Founding-Patron:</b>	Arun M. Gandhi / <a href="http://www.arungandhi.net">www.arungandhi.net</a>
<b>Chairman:</b>	Anish Prasad
<b>Treasurer:</b>	Robert Shallenberg
<b>Assistant Treasurer:</b>	Lynnea Bylund
<b>Secretary:</b>	Joanna Amaral
<b>Bookkeeping:</b>	Catalyst Enterprise Solutions / <a href="http://www.catyalysthouse.biz">www.catyalysthouse.biz</a>
<b>Accounting:</b>	Dix and Associates, CPA / <a href="http://www.dixcpa.com">www.dixcpa.com</a>
<b>Legal Agent &amp; Advisor:</b>	Richard Sawdey

### **Board of Directors:**

Anish Prasad: Chairman  
Arun Gandhi  
Archana Prasad  
Cathy Pezdirtz  
Hal Edwards  
Jean Williams  
Jill Heaviland  
Joanna Amaral  
Lynnea Bylund  
Missy Crutchfield  
Robert Shallenberg  
Scott Kafora  
Tushar Gandhi

## Organizational Chart

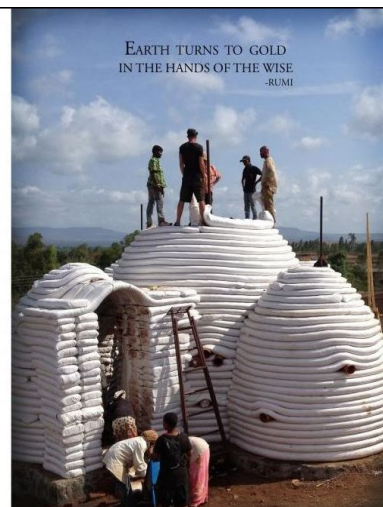
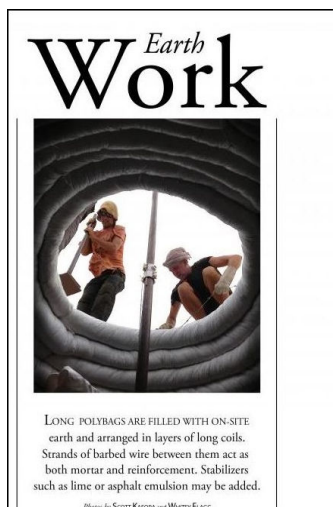


## Report from Chair for 2012/13

GWEI's fiscal year ending June 30, 2013 has been an exciting time for our fledgling organization, and that of our India NGO partner AVANI. GWEI facilitated the construction of the first shelter and education facilities on the Mahatma Gandhi Foundation's 5 acre property in Kolhapur.

Write-ups of the unique indigenous soil based "eco-dome" construction were featured in the largest English speaking Indian publication, Times of India, in June.

The first two of up to sixteen "Superadobe" earthen-based dome structures took shape on a five acre plot of rural farmland just south of Kolhapur, India. A volunteer group, trained at the Cal-Earth Institute in Hesperia CA, specialists in both permaculture and Superadobe construction techniques, have spent six months educating, training and constructing the new landscape and dome structures.



At GWEI's direction and tutelage AVANI received its FCRA (Foreign Contribution Regulation Act of India) making it fully qualified to receive donations in to India and report same in full compliance. In the 2012/13 period GWEI issued grants to AVANI and its affiliate the Verala Development Society.

AVANI's Ms. Anuradha Bhosale received the honor of recognition (again) for her rescue work, this time on India national television, Zee Marathi TV, one of the most popular Marathi channels. GWEI director Scott Kafora remains on assignment in India, assisting and facilitating our joint progress with AVANI.

In April Ms. Bhosale attended our annual board meeting after speaking in California at Vanguard University where she was well received by a packed house there.

- Anish Prasad / GWEI Chair

## GENERAL UPDATES

### Website & Social Media

Our Search Engine and Social Media indicators remained noticeably brisk: Presently we stand at in excess of 3000 Facebook followers and 20,000 Twitter followers. We presently enjoy a growing network on Google+ and LinkedIn as well, and our present combined social media "footprint" is estimated to exceed 26,000 followers. In the coming period the marketing committee has indicated an intention to strengthen GWEI's foothold on Pinterest and to further enhance the organization's LinkedIn presence. Additionally, GWEI enjoys a respectable 'Klout' score of 60+. Lastly, in May of 2012 we began publishing an online 'Paper.Li' newsletter 'Gandhi Worldwide Daily' and have archived over 500 installments thus far.

The GWEI website has enjoyed a sustained level of interest in 2012-13 with a total of nearly 45,000 views. It continues to be a principal source of new friends for the Institute, with joiners from both the U.S and overseas during the period. The average number of website views per month is 3726, and per day are 125.

In 2012-13 the most popular article (blog post) on our website was the shocking and ground-breaking report of "US Funded Child Sex Slavery" with 2,100 views, 966 Facebook 'Likes,' and 400 tweets and retweets via Twitter. The second most popular for the period was the exposé on the continued Child Labor Violations Of Nestle Cocoa with 1900 views, 102 Facebook 'Likes' and 350 Twitter tweets and retweets.

2012-13 The website continued building our email and donor list and generating individual donations.

Month	Views
July-12	2965
Aug-12	2440
Sep-12	3955
Oct-12	4038
Nov-12	5483
Dec-12	3512
Jan-13	4770
Feb-13	3652
Mar-13	3483
Apr-13	3697
May-13	3194
Jun-13	3522
<b>Total</b>	<b>44711</b>
<b>Average Month</b>	<b>3726</b>
<b>Average Daily</b>	<b>125</b>

## Treasurer's Notes

GWEI cash operation expenses in 2013 were 15.5% of the total income. Arun Gandhi generated and donated Legacy of Love and Kusturba book sales to GWEI which comprised 17.8% of our total income. The book sales generated cover the total amount of GWEI's operation 15.5% expenses. No outside donor funds were used to operate GWEI. This does not include Grant or In-kind income and expenses.

With the inclusion of an ongoing Google Adwords Grant and the Corporate Service In-kind income and expenses GWEI operational expense was 35.6%. A Google Ads Grant along with Corporate In-kind Services were "gifts" to the institution of services and products that were expensed to our bottom line.

There is no paid staff, employees or director fees being incurred. The hours per week a director contributes to GWEI is noted in our IRS-990 filing. Directors' donated hours are what currently operates and meets the fiduciary and management responsibilities of the institution.

The donation 'barometer' on the website is tied to the income from inception of GWEI and is updated every six months after an internal audit.

We have a full time director in Kolhapur overseeing how funds sent there are used and distributed.

### Financial Summary as of June 30, 2013

Assets:	\$211,185.68*		
Income:	73,415.98		
Expenses:	26,121.77	*Cash:	\$204,070.30
Liabilities:	-0-	Book inventory:	7,115.38

### Summary Financial Footnotes:

Operational expense was 15.5% of total income

**(excluding Google Adwords Grant w/35.6%)**

Book sales income was 17.8% of total income

**(excluding Google Adwords Grant w/13.5%)**

Grants to AVANI and Verala Development Society totaled \$38,333.00

■ **See Financials (attached)**

## Major Donation Sources

### Arun Gandhi / [www.arungandhi.net](http://www.arungandhi.net)

Proceeds from Arun's book sales contributed and sponsors 10 children annually via the Sponsor a Child program.

### Gandhi Worldwide Education Institute of Germany / [www.gandhiforchildren.com](http://www.gandhiforchildren.com)

Our German counterpart made a contribution of \$17,000US for benefit of the Gandhi Center for Learning Project.

### In-Kind Donors -

In-Kind Donations - GWEI received In-kind support in the area of internet support and SEO marketing. A total of \$17,777 in Google Adwords Grant was received for Google search ads used to further bolster our website search-generated traffic.



## On-Going Initiatives

### Sponsor The Children Fund

GWEI, in cooperation with AVANI, is in its second year of housing, feeding and providing life-skills training for 50 imperiled children. Applying Mahatma Gandhi's philosophy of 'Sarvodaya' (compassionate welfare for all members of society) GWEI believes that all children deserve a chance. Donors can now sponsor the education, nourishment, and shelter for one or more children, each for an annual minimum donation of \$336 (or \$30 per month). Individual children endeavor to occasionally write and communicate gratefully with their Children Fund sponsors.



*"I would enjoy a career in the food industry or becoming a loving mother to my own children."*

### Gandhi Center for Learning

Built on the shoulders of the AVANI Residential School for Children, under the superb leadership of Ms. Anuradha Bhosale, the Gandhi Center for Learning will continue to partner with AVANI and expand its courageous work. Five acres of land have been acquired and slated for continuing development in the village of Vashi on the outskirts of Kolhapur. The plan is to build a comprehensive residential learning campus with resident quarters, dining areas, classrooms, laboratories, and workshops for various kinds of vocational training, handicraft classes and subsistence farming and a dairy. The children will get fresh vegetables, fruits, and milk for their daily nutrition. In addition, the children and their parents will be taught scientific, organic farming. The campus will be environmentally friendly, using alternative technologies for daily use.



**DONATE ONLINE AT**

[www.GandhiForChildren.org](http://www.GandhiForChildren.org)

and remember to always ...

**BE THE  
CHANGE**

Follow us on ...

[www.facebook.com/GandhiWorldwide](http://www.facebook.com/GandhiWorldwide)

[www.twitter.com/GandhiWorldwide](http://www.twitter.com/GandhiWorldwide)

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08/25/13  
Cash Basis

**Gandhi Worldwide Education Institute**  
**Statement of Activities (P&L)**  
July 2012 through June 2013

	<u>Jul '12 - Jun 13</u>
Ordinary Income/Expense	
Income	
46400 · Other Types of Income	
46440 · In Kind Donations	2,400.00
Total 46400 · Other Types of Income	2,400.00
40000 · Income	
40404 · Use of Name and Image	3,750.00
40500 · Child Sponsorship	9,295.55
40400 · Gandhi Center Building Project	17,051.00
40100 · Book Sales	9,902.05
40200 · Interest Income	37.70
40300 · Direct Public Support	
40350 · Fundraiser Events	0.00
40310 · Corporate Contributions	25,977.82
40340 · Individual Contributions	5,046.86
Total 40300 · Direct Public Support	31,024.68
Total 40000 · Income	71,060.98
Total Income	73,460.98
Cost of Goods Sold	
50000 · Cost of Goods Sold	
51000 · Grants Paid	38,333.00
52000 · Book Printing Costs	355.97
Total 50000 · Cost of Goods Sold	38,688.97
Total COGS	38,688.97
Gross Profit	34,772.01
Expense	
68300 · Travel and Meetings	
68320 · Travel	141.42
Total 68300 · Travel and Meetings	141.42
65100 · Other Types of Expenses	
65180 · Workshops	1,400.00
Total 65100 · Other Types of Expenses	1,400.00
65000* · Operations	
65040 · Supplies	25.69
Total 65000* · Operations	25.69

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Cash Basis

**Gandhi Worldwide Education Institute**  
**Statement of Activities (P&L)**  
July 2012 through June 2013

	Jul '12 - Jun 13
62800 · Facilities and Equipment	
62840 · Equip Rental and Maintenance	892.25
Total 62800 · Facilities and Equipment	892.25
60900 · Business Expenses	
60960 · Illinois Sales Tax	30.24
Total 60900 · Business Expenses	30.24
60000 · Advertising & Marketing	
60006 · SEO Services	2,400.00
60003 · Marketing	17,777.20
Total 60000 · Advertising & Marketing	20,177.20
61000 · Bank Fees	
61005 · Bank Fees - General	268.55
61010 · Paypal Processing Fees	117.78
Total 61000 · Bank Fees	386.33
61500 · Board Meeting Expenses	
61502 · Meals	535.98
61501 · Janitorial	250.00
Total 61500 · Board Meeting Expenses	785.98
62000 · License Fees	
62100 · Annual Report	215.00
Total 62000 · License Fees	215.00
64000 · Office Expenses	
64400 · Shipping	792.24
Total 64000 · Office Expenses	792.24
66000 · Printing and Reproduction	
66100 · Book Publishing	201.67
Total 66000 · Printing and Reproduction	201.67
67000 · Professional Fees	
67100 · Accounting and Taxation	1,073.75
Total 67000 · Professional Fees	1,073.75
Total Expense	26,121.77
Net Ordinary Income	8,650.24
Net Income	8,650.24



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10/30/13

Cash Basis

**Gandhi Worldwide Education Institute**  
**Balance Sheet**  
**As of June 30, 2013**

	<u>Jun 30, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10000 · Bank Account Totals	
10001 · Bank of America MM Savings 3531	178,699.83
10002 · Bank of America - Checking 7101	25,370.47
<b>Total 10000 · Bank Account Totals</b>	<u>204,070.30</u>
<b>Total Checking/Savings</b>	<u>204,070.30</u>
<b>Other Current Assets</b>	
12100 · Book Inventory Asset	
121010 · Legacy of Love [cost \$1.04]	4,702.88
121015 · Signed Legacy of Love [1.39]	66.74
121020 · Forgotten Woman-HC [cost \$8.25]	439.49
121030 · Forgotten Woman-SC [cost \$8.40]	1,906.27
<b>Total 12100 · Book Inventory Asset</b>	<u>7,115.38</u>
<b>Total Other Current Assets</b>	<u>7,115.38</u>
<b>Total Current Assets</b>	<u>211,185.68</u>
<b>TOTAL ASSETS</b>	<u><b>211,185.68</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
32000 · Unrestricted Net Assets	202,535.44
Net Income	8,650.24
<b>Total Equity</b>	<u>211,185.68</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>211,185.68</b></u>