

KAW ANNUAL REPORT

Jyothish Nair
Feb 27, 2021



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<http://www.kaow.org>

TEAM 2020 - THE BEGINNING AND A CHALLENGE

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KAW Executive Committee 2020



President
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(425) 442-2890



Treasurer
Shibu Baby
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Vice President
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Joint Secretary
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EC Member
Sabitha Brijesh



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EC Member
Vineetha Parammel



Youth EC Member
John Narikulam



Youth EC Member
Gayatri Nair



Ex-officio
PM Mathew

The Executive Committee of Kerala Association of Washington for the Financial Year 2020-21 took charge at the General Body Meeting held on February 29, 2020 at the Lake Washington United Methodist Church, Kirkland. Little did we know at the time that it would be the last in-person event we would have for the whole year.

COVID-19 has impacted the world in an unprecedented way and our hearts go out to those who have been affected by the pandemic. In this report, I will walk you through the story of a team of dedicated, sincere, and hard working people coming together, in the face of the largest pandemic modern world has seen, to find creative ways to bring the community together and register one of the most successful years in the history of KAW in terms of member engagement.

I take this opportunity to thank every one of the 2020 Executive Committee led by our President Mr. Ojus John, for the outstanding work they did this year.

A QUICK GLANCE

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MEMBERSHIPS

A decrease of 37% from last year, but given the pandemic and absence of sports events, we consider this a huge success. Our goal was to reach 250 memberships when we learned we won't be able to do in-person events

40+

EVENTS

We were in a lockdown, but we had 40+ events this year, not considering the year-round weekly sessions

\$147,000+

RAISED AND DONATED THROUGH CHARITY FUND DRIVES

Total amount raised by different charity initiatives and collaborations with other charity organizations across USA

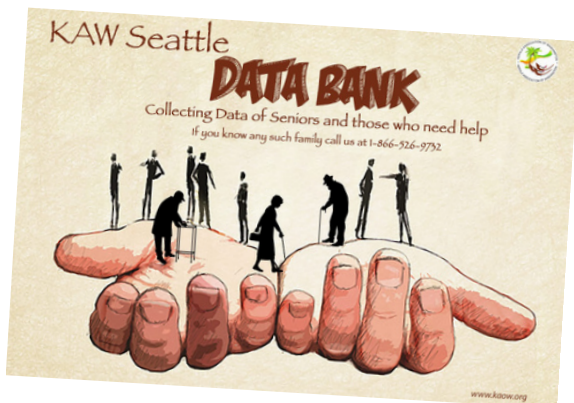
COVID RESPONSE

We planned an inaugural get-together event for 3/14/2020, but out of an abundance of caution, we decided to postpone and later cancel that event. We had to get creative and find ways to keep the community engaged and bring them quality events, especially given the lockdown directive that soon followed from the Government. The immediate need of the hour, though, was to respond to the evolving pandemic. We took a two-pronged approach:

- Raise awareness of the situation among the members
- Provide help and support to the needy

With that in mind, our team came up with a 10-point plan as our COVID-19 response strategy that we executed against.

1. "Ask Our Doctors": Web conference with Doctors' panel
2. DIY (Do It Yourself) video series
3. Learning Resources: Online books, videos, and classes
4. Immigration / Visa Helpline: Guidance for Consulate-related queries and travel
5. Community Engagement Channel: Creative platform for online activities
6. KAW Youth Club: Online programs for our youngsters
7. Caring for the Community: extend a helping hand to those affected by COVID-19
8. KAW Website: Updated with Covid-19 related information
9. KAW Toll-free Number for easy access to the KAW Executive Committee team
10. KAW Seattle Community Facebook Group: An information sharing platform



COVID RESPONSE - HIGHLIGHTS

Ask Our Doctors

Web conference with Doctors' panel was made possible with the help of some of the Doctors in our Malayalee community in Seattle. We had great participation from our Community. This was our committee's first program and was conducted on March 19, 2020. Through the year, we continued to have sync-ups with our Doctors team to help our community with any medical-related advice.



KAW Mask Making

We embarked on a mission to make 1000 masks in 7 days, and was able to achieve the goal thanks to the overwhelming support from the community. We had 23 volunteers that helped us achieve this target. We distributed the masks to our community members, Evergreen, Providence, and Washington Care Center among others.



Q&A with Consulate General, SFO

In association with FOMAA, we conducted a Q&A session with the Consulate General, SFO. This event received great positive feedback from our community. The consulate team addressed many immigration and travel related issues during the pandemic. This was held on May 30, 2020. We are proud to have helped our members throughout the year with various Consulate-related requests and Travel support



Kids Club

Kids club had a DIY series with Arts and Science focus, a Reading Club, and a Learning club. This was a very successful endeavor in 2020.



Creative Photography Contest

We conducted a creative photography contest on the theme "social distancing" that received many quality, creative submissions. We picked winners based on popular votes as well as Judge's pick.

ONLINE CLASSES AND SEMINARS

Financial Planning Seminar

We lined up a panel of experts from the industry to help answer members' questions and to provide general guidance on financial topics such as Mortgage, Life Insurance, Taxes, 401 (k), other investments, especially in the pandemic affected economic condition. This seminar was held on April 8, 2020.



KAW Gardening Sessions -

"നിങ്ങൾക്കും ആകാം കർഷകൻ "

Another very successful event made possible by the community volunteers, "നിങ്ങൾക്കും ആകാം കർഷകൻ", provided an opportunity to learn and improve farming and gardening skills. With our resident "Krishi" experts, we covered a wide variety of topics on vegetable seasons, making garden beds, making compost, ornamental garden, small space gardening, micro greens, and fruit trees. There was an open Q&A with individualized recommendations. These sessions were conducted on May 19, May 26, and June 2, 2020. We organized a refresher/winter prep session in Winter



Year-round Yoga and Fitness Sessions

We have three ongoing weekly fitness sessions

- Zumba Fitness
- HIIT (High Intensity Interval Training) Workout
- Yoga

KAW MALAYALAM SCHOOL

Vision

We started KAW Malayalam School this year with the vision to:

- Make the syllabus more formal by partnering with the Government of Kerala Malayalam Mission
- Get the education through this School be eligible for language credits at local schools in WA state.

This is a marathon, not a sprint. And we are glad we were able to make enough progress this year in the right direction.

Syllabus, Teachers, and Classes

We appointed a syllabus committee to align our syllabus as closely to the Malayalam Mission curriculum as possible. We modified the syllabus slightly to be conducive to the online learning medium given the COVID-19 situation.



Our teachers were from our community itself, volunteered to teach our language to our kids and young generation. We had 10 classes, 120+ kids and 23 teachers this year. Online assignments and communications were handled through Google Classroom, and WhatsApp groups. We had two semesters where classes were conducted over weekends on different time slots.

EC members Jojo Chalissery and Nimesh Sethumadhavan coordinated most of the Malayalam School activities.

Free for Members

We were able to offer the program free of charge to our members. We take this opportunity to thank our sponsors, well wishers, and community members for their support.

KAW MALAYALAM SCHOOL CONTD...

Sargam - Malayalam School Annual Day



We celebrated the first year of Malayalam School with an Annual Day - Sargam 2020 - to showcase the talent of children who attended the Malayalam.

Prof. Suja Susan George, director of Malayalam Mission, Govt. of Kerala, inaugurated the event and applauded the efforts of KAW in bringing our culture and language closer to the young generation.

We had an outstanding display of individual and group performances in different categories - dance, songs, stories, skits. Teachers shared their experiences with the School.

Thank you....

We thank our teachers for the sincere and selfless support in making this endeavor a success.



Forward....

This is just the beginning of a long journey. Achieving the vision of KAW Malayalam School may take years, but we hope the Executive Committees of the coming years would keep the investment and take this forward.

KAW Youth Club 2020 is an initiative to build Youth leadership for our youngsters between ages 12 to 22. The dedicated youth wing of KAW Seattle, managed by KAW Youth EC members, organized various activities for our young generation. KAW Youth Club provided a platform for youth members of the KAW Community to meet, exchange ideas as well as provide guidance and support to the teens.

KAW 2020 Youth Club was inaugurated with a well-received College Prep 101 Seminar detailing the College Application Process. Youth Club also conducted a TikTok competition.

The Youth Club met every Friday from 6:15 PM to 7:30 PM to share thoughts, conduct classes/presentations in Cooking, Zumba, Chess and build bonds by playing Online games together.

KAW Youth Club activities were coordinated by our youth representatives of the EC team.



KAW Book Club 2020 is a forum to talk about good books, pick a book to read and conduct discussions on selected books and organize connected literary activities. We started with three categories - Malayalam, English Fiction, and English NonFiction with the English categories merged to form one category later. Along with KAW Team 2020 Members Ojus John, Nimesh Sethumadhavan, and Sabitha Brijesh, volunteers from the community coordinated the Book Club Groups

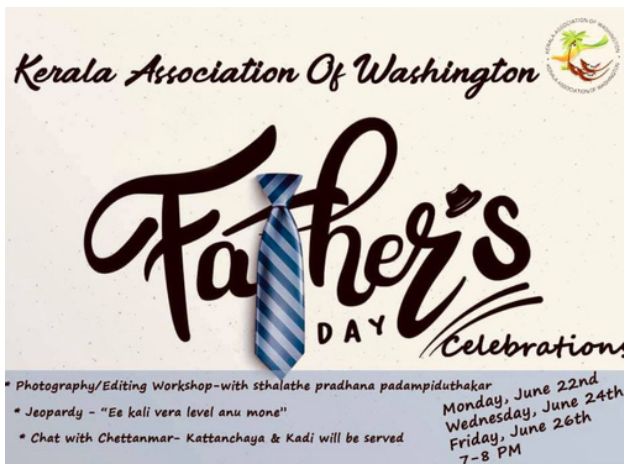


Based on the overwhelmingly positive feedback on the interactive programs we brought during the year, we started a new initiative called "Chat with KAW" every Wednesday from 7:30 PM to 8:30 /9:00 PM PST, where we would cover any topics that are useful and relevant to the community. The sessions were moderated by EC members and followed by Q&A session.

Some of the key sessions included Insight into Insurance, Fall Planting & Winter Garden Preparation with KAW's Krishi Experts, Covid Situation Updates and Flu Precaution with KAW's Medical team, and a "Coding" Workshop by the "Talking Chalks" Team.

MOTHER'S DAY, FATHER'S DAY, CHILDREN'S DAY

We were in a lockdown, but that did not prevent us from celebrating motherhood. It isn't just a day for celebrating your own mother, rather it's a day for honoring all the women in your life, those who support you, nurture you, love you unconditionally. So, instead of a day, KAW celebrated the event over a week of programs, May 10-May15, 2020, with a virtual painting session, Zumba, Crochet a blanket, Live cooking session, Bolly Fitness session, and a Game Night to conclude.



To celebrate the occasion of Father's Day, KAW brought three unique programs (June 22-26): Photography & Editing seminar, Jeopardy Game, and a chit-chat program, "Chat with Chettanmar", that featured many senior and founding leaders of KAW sharing their experiences.



KAW celebrated November 14th, 2020 as Children's Day. We hosted a series of offline and live/online competitions including Coloring, Recitation, Pencil Drawing, Essay Writing, Story Writing, Poem Writing, Elocution, Quiz for kids in different categories from Pre-School to High-School. We had 50+ children participate in these events. All winners were given trophies and certificates.

VIRTUAL STAGE SHOW

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Jeevamsamaai... K.S. Harisankar Live Music Show



We had our first stage show of the year on June 20th, a live musical evening with the brilliant young Malayalam playback singer, K.S. Harisankar. This marquee event was conducted online via Facebook Live. The event was free for all KAW members, just like all other shows and events in 2020.

GRAND ONAM CELEBRATIONS

In the face of the lockdown restrictions, from the prospect of not having an Onam event at all, the EC 2020 team came up with some creative ideas to land on a 3-day Onam celebrations, taking nothing away from the spirit of the KAW Onam celebrations we have seen in the past.

Chat with Kottayam Nazeer

Friday August 28: Chat with celebrated artist Kottayam Nazeer - To kick off the extravaganza of five programs of KAW 2020 Grand Onam Celebration weekend.

"ഓണത്തപ്പാ കുടവയറാ..." for Children

Saturday August 29: Children's special - A casual chat/conversation mode with stories, songs, games/action songs themed around Onam and Mahabali.

Grand Cultural Fest - "Onam Ponnonam"

Saturday August 29: The Cultural Fest, Onam Ponnonam, an event showcasing the talents of KAW Community members, had more than 30 programs from our community members. We rented a studio for groups wanting to perform in a studio setup. Following all COVID guidelines, we allotted timeslots to each performing team. The programs were professionally recorded and telecasted through a Facebook Premiere.



GRAND ONAM CELEBRATIONS CONTD...

Grand Onasadya

Sunday August 30th.

Probably the most challenging one to pull off - the Sadya distribution. We partnered with a reputed Indian eatery "Kathakali", to cater Sadya for KAW families at a discounted rate. Each KAW member received one FREE Sadya. Each Sadya order was carefully packed in a box and Vazha Ila was supplied as well with each order. We did a no-touch delivery of 615 sadya orders, following all COVID protocols and guidelines in less than 2 hours.

We also took time to provide meals to 30 homeless families on the eve of our Sadya.

Pookkalam Malsaram

August 22nd through August 30th: Pookkalam Malsaram. Entries were submitted online during the 9 days and winners were picked by judges.

Nee Himamazhayaai... Nithya Mammen Musical Evening

Sunday August 30th

We ended the 3 day celebrations in style with a Live Musical Evening by brilliant young singer Ms. Nithya Mammen.



KERALA DAY - NOVEMBER 1

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എന്റെ കേരളം - കേരളപ്പിറവി ദിനാഘോഷം



"Ente Keralam" was a Karaoke Live Musical Program celebrating "Kerala Piravi" on November 1st. This was another great opportunity for our community members to showcase their singing talent.

JINGLE BELLS - CHRISTMAS/NEW YEAR EVENT

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Jingle Bells - our Christmas and New Year celebration also had 30+ programs on display in virtual mode. Renowned nagician and motivational speaker Professor Sri, Gopinath Muthukad delivered the Christmas and New Year Message. The event was streamed through KAW's Facebook page.

we partnered again with Indian eatery Kathakali to cater Christmas & New Year lunch at a discounted price for our members.

HASTA LA VISTA- FAMILY NIGHT TO SAY ADIOS

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**KERALA ASSOCIATION OF WASHINGTON
PRESENTS**

Hasta La Vista

KAW FAMILY NIGHT
FRIDAY FEB 26TH 2021 7:30 PM PST

Games Kahoot! Prizes

Thank You!

**SIGNING OFF
KAW 2020**

WWW.KAOW.ORG <https://us02web.zoom.us/j/84559063250>
Meeting ID: 845 5906 3250

We concluded the events of the year with a KAW Family Night, of Kahoot and other games on February 26th, 2021. We thank our community for the overwhelming support to the KAW activities in 2020/21.

KAW CHARITY - A QUICK VIEW

KAW Charity is a non-profit community organization under the Washington State law, with Tax Exempt 501 (c) (3) status under the Internal Revenue Code by the IRS.

KAW Charity activities for 2020, was driven by 4 major initiatives. You can read about all these activities in detail on our website at

<http://www.kaow.org/kawcharity.html>

1. COVID-19 Relief Fundraiser: We collected \$15,196 with this fundraiser
2. Nilamazha Musical Show: This was a grand fund raiser event where KAW collaborated with two other charity organizations - Care and Share and Stand with Kerala to achieve multiple goals.
3. LadyBug House Fundraiser: We did a Poker Tournament through Microsoft Give Campaign to collect close to \$18,000 to help the Lady Bug House projects.
4. Magic Beyond Barriers: A magic show by Prof Sri. Muthukad and team. We worked with 4 other charity organizations - SWORAM, Chetana Foundation, Care and Share, and Stand with Kerala - to raise \$50,000+ towards the benefit of Different Arts Center, for empowering differently-abled children.

Total Funds raised through KAW Charity Account: \$74,237

Contributions from LYN charity and Dream Vision Charity: 17,500

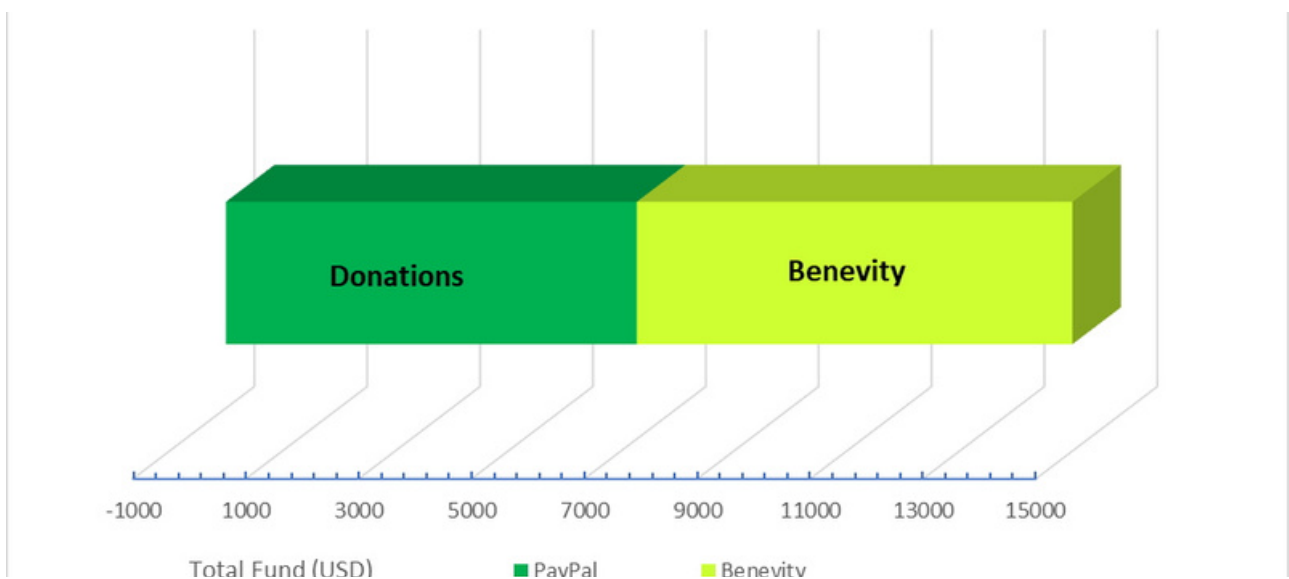
Magic Beyond Barriers Collaboration: \$55,312

Total collected through KAW Charity Activities and Collaborations: \$147,000+

COVID-19 Fundraiser

With so much uncertainty and concern surrounding the COVID-19 pandemic, it was easy to feel helpless – but there were things we could do to help the fight against it. KAW charity did a fundraiser to support the COVID-19 relief efforts. With the growing number of affected cases, our hospital staff and first aid responders were in need of more support than ever before. KAW charity partnered with local restaurants and hospitals to provide food as well as financial help to meet other immediate needs for hospital staff and first-aid responders while they are actively working to take care the affected people.

We initially started with a \$10,000 goal, which we later adjusted to \$15,000 with the great support we received from the community. We reached our goal and with the funds extended support to Evergreen Hospital, Seattle Childrens Hospital, Harborview Medical Center Frontline workers/First Responders in partnership with THAAL Restaurant Bellevue, and Northwest FoodBank. We also supplied food kits in Kerala. You will see the details of funds collected and distributions made, in Treasurer's Financial Report.



FUNDRAISER EVENTS CONTD...

Nilamazha - fundraiser

Nilamazha - a Live Musical Show with renowned playback singers Jyotsna Radhakrishnan, K.K Nishad, Ralfin Stephen (Keyboard) & band was conducted on September 26th, 2020.

This was a grand fund raiser event where KAW collaborated with two other charity organizations - Care and Share and Stand with Kerala - to meet the following needs:

1. Urgent help for a 16 year old girl suffering from acute myeloid leukemia admitted at Vellore hospital for bone marrow transplant. Original target was \$10K, but we contributed \$20K to cover the full expense.
2. Donate ventilator to Govt Hospital at Pathanamthitta through collaboration with 2 other charities - Dream Vision Charity (Mr. Boney Mathew) and LYN Charity (Mr. John Titus). We were able to donate 2 ventilators.
3. \$5000 donation to Seattle Children's Hospital
4. House Construction for a poor family

More details at <https://kaow.org/megha.html> and the financial details can be found in Treasurer's Financial Report for 2020.



FUNDRAISER EVENTS CONTD...

Magic Beyond Barriers

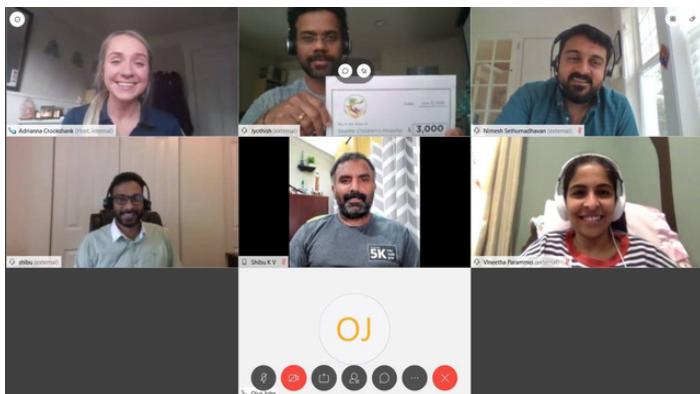


“Magic Beyond Barriers,” was a fundraiser magic show by renowned magician Prof. Gopinath Muthukad, to support “Different Art Center”, Trivandrum. Different Art Center (<https://www.differentartcentre.com/>) was established by Prof. Muthukad with the intension to empower 100 differently-abled children in the field of various art forms.

This was the second time in 2020 that KAW Charity worked across organizational boundaries to make a difference in this world, despite the challenging and tiring times we are in. We partnered with Chetana Foundation, SWORAM, Care and Share, Stand with Kerala, and FOMAA. This show was a Facebook live event on December 4th.

After matches and sponsorships, we raised \$55,000+

FUNDRAISER EVENTS CONTD...



JUNE 22, 2020

EvergreenHealth

Cafe 128 menus are posted on EverLink under "Quick Links". Please use Internet Explorer. To share compliments and comments with cafe staff, send an email to Grip.Food.Service.Management@evergreenhealth.org or use the comment box in the cafe.

[Click to visit Treehouse.](#)

Treehouse

THE NEED IS NOW.

Blood donation is an essential activity, and while Bloodworks Northwest has "paused" all mobile blood drives (including those on the Kirkland campus), the organization continues to ask for your help during the pandemic. With a resumption of surgeries and other procedures, the need for blood

Kerala Association of Washington Makes \$5000 Gift to Our Employee Financial Assistance Fund – Our Deepest Thanks

Thursday, June 11, members of the Kerala Association of Washington (KAW) presented CEO Jeff Tomlin, MD, and Chief Human Resources Officer Bob Sampson with a donation of \$5,000 to support EvergreenHealth's Employee Financial Assistance Fund. We are so grateful. More than 1,000 Kerala members banded together to raise funds to support EvergreenHealth staff and physicians experiencing a financial strain due to COVID-19. As he made the presentation, KAW's President, Mr. Ojus John, described the gift as "a small token of thanks from our community to yours for all that you've done. You are the true heroes." Thank you, KAW, for standing with us during COVID-19 and always. We are in this together, a community of care, and so honored to be your neighbors.

Celebrating Our Contributors



What's App Group for Member Communications

WhatsApp has turned into one of the easiest and most efficient ways to make sure messages reach people on time. For KAW communication to its members, we thought WhatsApp is a great medium. So, we created a new group "KAW Member Communication" with the objective to communicate KAW events and other updates, Only group administrators can post in this group.

Food for needy - Onam

We distributed lunch to feed the needy, homeless people at the United Methodist Church, Kirkland, during Onasadya distribution



OUR SPONSORS

Sponsors are huge reason we are able to bring quality programs and value added services to our community members. I take this opportunity to thank all our sponsors in the year 2020. This was a very challenging year for businesses and it wasn't easy being a sponsor. We thank everyone of our sponsors for staying with is through the thick and thin. None of what we accomplished in 2020 would have been possible without your relentless support. Thank you!

Our Executive Sponsor

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Stationary Solution	up to 90%	Down to 300	\$150K - \$2M
1099 Solution	up to 90%	Down to 300	\$150K - \$2M

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ELECTION FOR EC 2021

Election Office

KAW EC 2020 appointed an Election Office comprising Paul John (Roshan), George Parappuram, and Rajesh Nanoo to oversee the election process for the Executive Committee 2021. Huge thanks to their efforts in identifying a great team for next year,

Executive Committee 2021

We congratulate the new Executive Committee and assure a smooth transition of duties. We also extend our sincere support in the coming year,

Here is the new Executive Committee for 2021:

President: Pramod Manjali

Vice-President: Vijay Narayanan

Secretary: Rahul Nair

Jt Secretary: Rohit Ramachandran

Treasurer: Joji Joseph

Jt Treasurer: Cijo Thomas

Committee Members:

Arun Mohan

Aswathy Nair

Biju Mathew

Binu Surendranath

Durga Iyer

Remya Rajan Nair

Youth Members:

Durga Jyothish Nair

Pavana Rajesh

Ex-Officio Ojus John

FINAL THOUGHTS...

2020 was a challenging year. I want to take a moment and thank everyone who made this year one of the most memorable years in KAW's history.

Our community members - we probably have one of the most vibrant, enthusiastic, flexible, and fun-to-be-part-of Malayali community in this country. We had to experiment and your unrelenting support to us every step of the journey is what kept us going. Thank you!

Sponsors - as I already called out, sponsors are the backbone of this establishment and their support this year was very generous given the pandemic-hit world.

Team 2020 - The Executive Committee of 2020 was a pleasure to work with. It is not very often that you run into a group of people who always put community first, work tirelessly and sincerely to achieve common goals, bring a can-do attitude, and never short of creative ideas to get stuff done. Every member of the team starting from our President to the youth members were equally part of every endeavor this year. We jelled together so well, it was so easy for me to carry out an otherwise daunting set of duties of the Secretary. Thank you and I will not hesitate to seize the opportunity to work with you again.

Our Auditor: Raj Kizhakkekalathil graciously agreed to do the audit of our accounts. We have two separate accounts - of KAW and KAW Charity, so it's a significant amount of work. Thank you Raj!

FINAL THOUGHTS CONTD...

Volunteers - we are so blessed to be in company of such selfless and sincere group of people. Every time we reached out for help, you turned out in overwhelming numbers - be it for the mask making, volunteering to teach Malayalam, helping with editing, videography, online seminars and classes. Thanks to all of you who volunteered this year.



FINAL THOUGHTS CONTD...

I will close out with a few items as food for thought for the next committee.

1. As discussed earlier in this report, the Malayalam School has a rather ambitious vision. We hope the next committee can continue working towards realizing those goals.
2. In the last GB, we started discussion about an administrative and operational structure for the Malayalam School, but we were not able to make much progress. We hope the new committee can take those discussions forward and establish a structure
3. The website hosting charges and the technical complexity of the current solution is probably something to look at. The solution is expensive and the people taking care of the site would require some technical knowledge of Microsoft Azure technologies. We started working on a reasonable solution like Wix, but didnt get enough time or resources to complete. At least, considering the billing under the KAW Charity org could bring the hosting bill down.
4. The WhatsApp group could be a great avenue to make announcements, In this new world where people are so busy that reading emails is seen as waste of time, this is a quick and easy way to get to people with short messages. We hope the KAW Member Communication group is expanded with more members and used as primary communication mechanism along with email and Facebook.
5. Youth Club was established this year and hope the investment in empowering our youth wing to do more will continue.

Thanks, once again, to all the supporters and well wishers of KAW!

Prepared and respectfully submitted by

- Jyothish Nair
Secretary, KAW
425.442.2890