



KERALA ASSOCIATION OF WASHINGTON

20
21

ANNUAL REPORT

2021 OVERVIEW & REPORT

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ABOUT THIS REPORT

The 2021 annual report for Kerala Association of Washington (KAW) has been prepared on behalf of the executive committee (EC) by Secretary, Rahul Nair, for the review in the general assembly on 27th Feb 2022.

The report walks through the details of the execution of various projects, events, successes and learnings the EC had in the past year. The report also goes through the different fundraising initiatives under KAW Charity executed last year.

Please contact the secretary at secretary@kaow.org in case of any questions or feedback.

Notes:

The \$ figures mentioned in this report have been approximated. Exact numbers for each project/ event are available in the Financial Report for 2021, the link to which is available on Page 22.

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.

[Link to KAW Bylaws updated on September 12th 2021](#)

FOREWORD

Dear KAW Members

It will be an understatement to say that this year was an unusual and challenging year for all of us. We went past the 30-year mark of KAW's formation. It is a great milestone to celebrate together, and I would like to take a moment to thank everyone who helped make this year a very memorable one for KAW.



Since 2019 our lives have been upended by the health and economic impact of coronavirus. While the situations did not turn us down in any form, we were fortunate to have some in-person and a lot of online events which helped bring back the smile and joy to meet our friends and make new ones.

Yes, the challenge continues. But so does our purpose, persistence and resilience, allowing us to not just float but to forge ahead. EC 2021 was a pleasure to work with and our community first mindset urged us to work tirelessly to attain our goals.

I wish the next Executive Committee the very best and my unwavering support for journey ahead.

Pramod Manjali
President



Thank you, members and well-wishers of Kerala Association of Washington, for giving me an opportunity to volunteer and serve the community as the Treasurer. All your financial contributions, during these tough times, have helped the community to organize various in-person and virtual events to bring the community together.

Additionally, your charity contributions helped us serve outside KAW community, both locally and back home in Kerala. Looking forward to your continued support in the coming years as well as we move forward.

Joji Joseph
Treasurer

EXECUTIVE COMMITTEE 2021



President
Pramod Manjali



Secretary
Rahul Nair



Treasurer
Joji Joseph



Vice President
Vijay Narayan



Joint Secretary
Rohit Ramachandran



Joint Treasurer
Cijo Thomas



EC Member
Arun Mohan



EC Member
Aswathy Nair



EC Member
Biju Mathew



EC Member
Binu Surendranath



EC Member
Durga Iyer



EC Member
Remya Rajan Nair



Youth EC Member
Durga Nair (Dena)



Youth EC Member
Pavane Rajesh (Chakkil)



Ex-officio
Ojas John (OJ)

Following the general body meeting on Feb 27th of 2021, the 2021 EC team assumed office from March 1st 2021 with modest goals for the organization.

The first goal was to bring back opportunities for the community to gather after a year of lockdowns.

Secondly, there were some great initiatives that were started by the prior committees which we wanted to build upon - namely the Youth Club and KAW Malayalam School.

Finally, we wanted to bring in some optimizations that would help future committees.

It was a difficult year for everyone in our community due to the dark clouds of the pandemic still looming over our heads. Our hearts go out to those who have been affected by the pandemic.

I want to thank the prior executive committees for laying a strong foundation. I thank everyone in the 2021 executive committee led by Pramod Manjali for the great work they did for the community in the past year. I would also like to take the opportunity to thank our community on behalf of the EC for their enormous support as we navigated another year of uncertainties.

Rahul Nair,
Secretary

OVERVIEW BY NUMBERS

410

memberships increased from ~330 in last year due to the return of in-person activities. In 2019 we had over 500 memberships.

\$79K+

donated through KAW Charity to support various causes in WA state and in Kerala

140+

students enrolled in Aksharakalari

20+

events conducted both in person and online

\$1.5K+

reduction in YoY operational expenses

OPTIMIZATIONS

We started looking at optimizations of existing processes which would bring in ease of administration in future and savings in terms of expenses. The following changes were implemented as part of it.

1) Utilize Microsoft Non Profit Benefits:

We were spending close to \$1K a year on Azure related expenses for the website and an additional \$200 for official Office 365 email accounts. We registered for Azure and O365 credits that Microsoft provides for non profits. Through this we are currently eligible to receive \$3.5K in azure credits, 10 premium O365 accounts and around 200 basic accounts. We took advantage of this by running our Malayalam classes using Microsoft Teams and assigning logins to all students and teachers under the subdomain edu.kaow.org.

2) KAW phone number:

With every EC change the phone number for the organization used to change. We registered a google voice number which could be used as a Whatsapp for Business account as well.

3) Storage Facility:

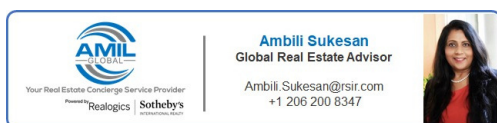
We had a storage facility in Kirkland which was costing around \$110 a month. We closed out the storage by discarding things that were not needed. Some props from prior stage shows were picked up by community members. The rest of the things were inventoried and moved to a personal garage.

4) Website optimizations: Many thanks to EC member Cijo Thomas for maintaining the KAW website single handedly. All registrations forms with payment were moved to the website which can be reused in future for easily validating payments. The website deployment was improved by moving large files from the pipeline.

5) Email Campaigns: We tried using sender.net as an email communication management tool. The tool helped us manage opt-outs and helped manage and track outcomes of email communications with the community.

6) Sponsor Benefits: We published our sponsorship tiers and sponsor benefits online on our website so that the sponsorship process is transparent and sponsor are aligned on KAW's responsibilities in the sponsorship agreement.

SPONSORS



Sponsorships play a big role in helping KAW bring events to our community. This year we had great support from local businesses who whole heartedly supported our activities. We would like to thank all our sponsors who supported KAW community throughout this year.

KAW Executive Sponsor

- Asha Madhavan DDS

KAW Gold Sponsor

- Roopa Group

KAW Silver Sponsors

- Apna Bazar
- Deepali Rajesh Realty
- Talking Chalks

Event Grand Sponsors

Achan Ente Eenam

- Bhumi Garden Designs

Onam Celebrations

- Ambili Sukesan- Realogics Sotheby's International Realty

Onam Event Sponsors

- ExtraSlice
- JP Home Renovations
- Kunthara Auto License
- Kwik Mortgage
- Maurya Indian Restaurant & Grocery
- Bhumi Garden Designs -Pookalam Prizes

Youth Club T-Shirts Sponsors

- Asha Madhavan DDS
- Talking Chalks

Christmas & New Year

- ExtraSlice

EVENTS

We were able to conduct a number of online and in person events this year. It was a constant tug of war between the prevailing covid restrictions and organizing events. We are happy that we were able to conduct some big in person events like Onam, Picnic and Sports which combined with online programs helped us reach and engage our community as a whole. A summary of events conducted is provided below.



WOMEN'S DAY

Women's day celebrations was one of the first events that the EC coordinated after taking office in March. Online seminars on the following topics were organized.

- Career Advancement for Women by Ms. Suba Sundar
- Health related Seminar on PCOS by Dr. Sapna Sridhar
- Glam Make Up Session by Ms. Smitha Krishnan

Thank to EC members Aswathy Nair, Durga Iyer and Remya Nair for coordinating these events.

MOTHER'S DAY

We celebrated Mother's day along with KAW community on May 8th. We had a lunch to-go partnering with Kathakali Restaurant and also sold flower bouquets. Net proceeds from the sale went to the COVID fundraiser. Planned in-person activities had to be cancelled due to COVID restrictions.

We conducted online contests on our FB community group for the best Mother-Kids dance performance. Youth Club organized a mother's day craft session by Shalomi Jobi.



FATHER'S DAY



We organized "Achan Ente Eenam" an online music show by renowned artists G.Venugopal, Arvind Venugopal and Sabu Thiruvalla.

This show was open to all in order bring awareness about KAW. The show has reached over 6000 viewers till date and saw significant interaction from the community.

EC members Rohit Ramachandran, Remya Nair and Aswathy Nair coordinated the show.

Thanks for our show MCs Kavya Sivaramakrishnan & Dora Shibu and Durga Iyer for the prayer song. Thanks to Devika Ajith for designing the flyer for the event. We also conducted an online competition for a Father-Kids TikTok video challenge. Thanks to youth member Veena Vijay for helping with the program flyer.

KAW PICNIC

KAW Picnic was organized on August 14th 2021 at Newcastle Beach Park. It was one of the first in person gatherings of the community following the easing of COVID restrictions. We had a large turnout from the community for the event. There were 9 different stalls offering 25+ food and snacks from our community home chefs which generated more than \$8k in sales.

Games were organized for kids and adults. Youth club organized henna, painting and a lassi and ice cream stand. The proceeds from the youth club stall were donated to Seattle Children's.

Youth club t-shirts sponsored by Asha Madhavan DDS and Talking Chalks were distributed during the event.



SPORTS & GAMES

We were able to get back to in person sporting events this year.

We conducted KAW cricket tournament in the summer. Ten teams registered for the tournament. The matches were held in Perrigo and Grass Lawn parks in Redmond. Youth club conducted a bake sale on the day of the finals, the proceeds of which was donated to Seattle Children's.

During the months of October to December we organized indoor sports like Volleyball, Badminton and Cards tournament.

We had a great turn out for the volleyball tournament which was held on November 13th 2021 at Academy Sports in Lynnwood. 10 teams registered for the tournament of which two were youth teams. Ma.Cha.Ni group sold lunch during the game, the proceeds of which was used for charitable causes by the group.

Badminton tournament was held on December 4th at Northwest Badminton Academy in Kirkland. We were able to conduct Men's doubles, singles and mixed doubles tournament.

Cards tournament was held over November 20th and 21st 2021 at Sammamish Bluffs indoor space. Twenty eight, fifty six and Rummy tournaments were conducted this year.



EC members Biju Mathew, Arun Mohan and Ojus John led the coordination of sports and games. We were not able to conduct soccer, women's throwball and poker this year due to some scheduling conflicts.

ONAM CELEBRATIONS



In-person Onam celebrations was held on 25th September at Auburn performing Arts Center adhering to existing COVID guidelines. Shri. John Titus officially inaugurated the event.

We opted to have the Sadya catered this time due to the prevalent conditions around COVID and chose Madras Dosa Corner as the vendor. Snacks were available for purchase in the evening from Swagath Restaurant. The net proceeds from the snack sale was donated to Nilamazha Fundraiser. We served over 425 Sadyas. In order to avoid overcrowding sadya booking was tied to timeslots with limited seating.

Community cultural programs were performed both on stage and as a pre-recorded program segment. This allowed community members who were not comfortable with gathering in-person to participate as well. The onstage events were telecast live on YouTube as well. There was an overwhelming participation from the community with around 38 in person programs and 21 pre-recorded programs. All youth participants were given participation trophies.



Online pookkalam competition was held during the days leading upto Thiruvonam on our FB community group.

The Onam event was possible only because of our community volunteers. We want to thank all of them for their effort and time. Also a huge thanks to the community for their participation and for the amazing performances. We also want to thank our event sponsors for the amazing support for the event.

Links: [Onam Prerecorded Program](#) | [Onam Onstage Program](#)

CHRISTMAS & NEW YEAR

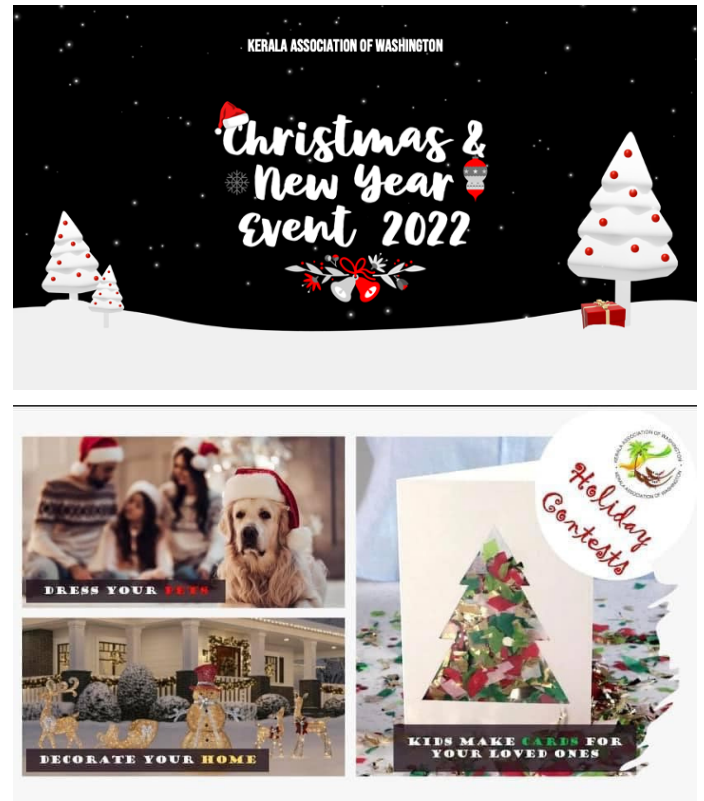
Our initial plan was to conduct an in person event on the 22nd of January 2022 along with a virtual event with pre-recorded programs. This had to be changed due to the rising spread of the COVID Omicron variant. The cultural programs, election office announcements and other updates were moved as a virtual event on Feb 12th 2022.

We had around 25 cultural programs from the community despite last minute changes. Election Office announcement on the election of 2022 office bearers was telecast as part of this event.

To spread the holiday cheer, we also conducted online competitions for the community for best Christmas decorations, holiday card making contest for kids and included our furry friends in the celebration through a best dressed pet competition.

EC members Aswathy Nair and Remya Nair coordinated the activities for this event. Thanks to Durga Nair and Pavana Rajesh for being the MCs.

[Link to program](#)



SEMINARS & WORKSHOPS

A number of online learning sessions and workshops were organized for the community.

The popular Krishi Seminars in April were taken by Ashley Elenjikal and Anju Neilju.

Weekly fitness sessions were conducted online by Smitha Krishnan (Yoga), Kshema Pai (HIIT) and Suchitra Nair (Zumba).

We also conducted a seminar on the WA state long term care tax by Giriprasad Lankipalle.

KAW partnered with xQ for a summer creativity workshop for kids. After the trial workshop, community members had the option to pay a discounted rate for 10 classes.

We would like to thank all our volunteers for their time and effort.



MEDIA

We would like to thank Flowers TV USA (Rajagopalan Margessery, Soorajlal Vanaja and Durga Iyer) for providing an opportunity to KAW to share our initiatives and upcoming activities.

KAW YOUTH CLUB

One of our primary goals this year was to increase the engagement of the youth in our community and that we provide all the support that is required for the youth to conduct activities to strengthen the youth club and also serve the community. EC members Durga Nair and Pavana Rajesh led the youth club activities this year.

It was indeed a great feeling to see our youth members actively involved in all our activities like Onam, Picnic, Sports etc.

WEEKLY MEETINGS

Youth club met online every Friday at 6PM to conduct activities like games, crafts etc. Members of the youth club took turns conducting various events. Thanks to all for the keeping the forum active and fun for the members.



SPRING CAMP

During the spring break of 2021, youth club members organized a spring camp for kids aged 5-12. More than 35 children from our community registered for the event.

Many thanks to our Spring Camp volunteers Nandana Menon, Ruben Thomas, Vismaya Jiju, Arya Mathew, Malavika Brijesh, Sharon Thomas, Amritha Pradeep, Elizabeth Elenjickal, Ryan Aby, Roshy Rajesh, Veena Vijay, Vrinda Subhash, Diya Nair, Malavika Santhosh, Devika Ajith and Diya Dinesh.



SEMINARS & WORKSHOPS

The following seminars/workshops were conducted by the youth club in the past year

- 1) How to build your first business in high school in association with Talking Chalks. Thank you Prasad Pillai for the conducting the workshop and thanks to Sharon Thomas for designing a flyer for the event.
- 2) College Admission Strategy during COVID-19 Era by Ms. Mary Pat O'Neil. Thanks to Meghan Pulacode for helping organize this session.
- 3) College and High School Insights Panel with Shradha Sreeprakash, Arya Mathew, Shreya Lakshmi, Raveena Nair and Gayatri Nair



**fundraising activities by the youth club have been included under KAW Charity section*

KAW CHARITY

The various fundraising initiatives undertaken under KAW Charity in the last year and the causes that we supported are outlined below. Thanks to the generosity of our community, we were able to support multiple cause and make an impact in the world around us.

COVID FUNDRAISER

We launched the COVID fundraiser campaign in April of 2021 with the intention of helping our homeland which was in dire need of help during the pandemic. We partnered with FOMAA along with other Malayalee organizations in the US to procure life saving medical devices.

By the end of the campaign we were able to raise over \$30K in donations from various sources. The proceeds from Mother's day sale was also added to this campaign.

We procured 3 ventilators and 100 oximeters which were sent to KMSCL (Kerala Medical Services Corporation) which acts as the centralized authority for receiving and delivery of medical devices throughout Kerala. The remaining funds from the campaign after procurement of devices was used to help ROOTS Young Adults Shelter in Seattle in procuring COVID related supplies for their shelter.



Thanks to our community who donated generously, a donor who donated around \$6K and Arts4Cause which donated \$5K for helping us achieve our goal.

We would like to thank FOMAA leadership for leading the execution of this project. EC member Binu Surendranath led the coordination of this project with FOMAA and followed up on the execution of the project and usage of the donated devices in the hospitals back in Kerala.

NILAMAZHA 2021

After the success of Nilamazha 2020, we partnered again this year with Stand with Kerala and Care and Share for Nilamazha 2021. Stephen Devassy and team performed in this online show hosted on Hilltunes platform.

There were multiple causes that were supported through this fundraiser. We were able to raise close to \$33K from the show. We also utilized the unused funds from Nilamazha 2020 towards this year's causes.

The following causes were supported as part of this event with a stretch goal of supporting Ladybug House if we were able to surpass our fundraising goals.

1. Dialysis support in Palakkad
2. Ladybug House, Seattle
3. Pallium India Patients COVID vaccination drive
4. Support for a patient who needs dialysis
5. Support a child with multiple disability from a financially distressed family at Kottayam.
6. Financial help to build a house for surviving spouse

EC members Joji Joseph and Rohit Ramachandran led the efforts in coordinating this show with Care & Share (Ashley Elenjickal) and Stand With Kerala (Jojo Kottackal - Texas).

We would like to thank community members Ajith Kotharamath and Roopesh Kelambath (Video), Soonaja Ajith (MC), Rajesh Nanoo and Prakash Menon (Pallium India USA) and Jojo Challissery (organizing) for helping out with the various aspects of conducting the event.

KAW Seattle | Care & Share | Stand with Kerala
Pallium India | Dallas Ace Lions club | Jointly Present

Nilamazha '21
NILAMAZHA '21

STEPHEN DEVASSY

Francis Xavier (Violin)
Jessa John (Bass Guitar)
Darius Dinesh (Lead Guitar)
Shony Davis (Drums)

Hanitha Balakrishnan (Singer)
Shyam Prasad (Singer)

Date & Time
USA 1st Oct, 2021 (Fri)
8:30 pm EST 11:30 pm PST

Suggested Donations
\$25, \$100, \$250, \$500

Donate & Watch at
www.hilltunes.com/nilamazha21
DREAM STREAMS

CHARITY FUNDRAISING EVENT

- Dialysis Patients in palakkad Outskirts
- Pallium India Vaccination & Home Care projects
- Ladybug House Children's Center in Seattle

Keys n Piano.
Stephen Devassy

Scan To Donate





MICROSOFT GIVE CAMPAIGN

GIVE Poker as part of Microsoft's give campaign was organized in the month of November. We were able to host a poker tournament benefitting Ladybug House Seattle and raised over \$7K in net proceeds from the event.

A big thanks to KAW Member Jyothish Nair for coordinating this effort within Microsoft. We would also like to thank Microsoft CX Organization for donating the prizes for the winners.

YOUTH CLUB

It was great to see the youth in our community come forward to raise funds for a cause they decided together to support - Seattle Children's.

KAW Youth club conducted a bake sale during the cricket tournament finals and a stall during the KAW Pic picnic to raise funds for the cause.

In support of the Youth Club's efforts KAW also supplemented the funds and a total of approximately \$4.5K was donated to Seattle Children's.

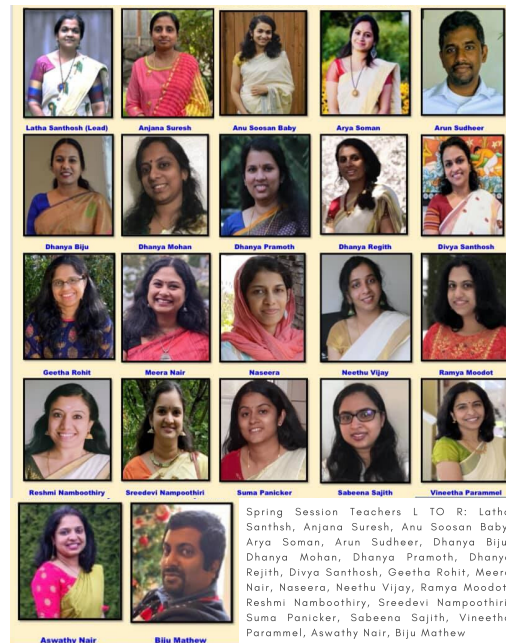
In addition to this youth club members worked with the Paper Bridges a non-profit organization dedicated to helping orphans, foster children and other vulnerable kids around the world by means of handwritten letters and emotional support.



AKSHARAKALARI

One of the objectives when we started the year was to register our Malayalam School with the Malayalam Mission initiative of Kerala Government. We also wanted to ensure that by doing so children in our community got the opportunity for attending a structured course which provided opportunities for advancement, certifications, ability to converse well in Malayalam and being able to obtain language credits for Malayalam in schools. Some school districts in Washington state already provided Malayalam as an option and we wanted to pave the way for additional school districts to add Malayalam to their list of languages. We also wanted to find a way to provide the classes free of cost to our members and run the school in a self sustainable model.

We started with the Spring session of Aksharakalari while we worked in parallel on the affiliation with Malayalam Mission. We had over 100 students who registered for the spring session. We were able to offer the program free of charge to our members. The sessions were run with the help of 22 volunteer teachers. The school was divided into the 3 divisions based on age and proficiency - Minnaminni, Manjadi and Malarvadi and was conducted online through Microsoft Teams. We connected with Tamil Sangam to understand how they were using Teams to conduct their classes.



Malayalam Mission was very supportive of including us in the program and we were able to connect with different chapters across the world to understand how they were running their program and their learnings. We successfully completed the Malayalam Mission registration in the summer of 2021 with a new Seattle Chapter created with the intention of running Aksharakalari as a year long class which follows the Washington School District calendar - beginning in September and ending in June.

We also wanted to ensure continuity in administration and the school to run independently of the changes to KAW EC every year. In order to do this a proposal to create a board of 6 members (Principal, Vice Principal, 2 Community Representatives and 2 EC members) and to move Malayalam School under KAW Charity was drafted. The proposal was presented and approved in the general body meeting held on September 12th 2021.



Teaching Volunteers
January to June 2022



Board members were selected from the nominations received from the community. Malayalam school board members for 2021-2023 are

- Principal: Latha Santhosh
- Vice Principal: Vineetha Parammel
- Community Representatives: Jayashree Narayanan , Reshma Rajesh
- 2021 EC representatives: Vijay Narayan, Remya Nair

The school in its new form started officially on January 8th 2022 with more than 140 students and 25 teacher across the various classes. All teachers were provided online training by Malayalam Mission. The classes run until June 2022 and it is a huge commitment from our teachers. We want to thank each and everyone one of our teachers for their hard work and commitment to the cause.

We were able to ship all the books from Malayalam Mission and distribute it to our students. Currently the cost of running the school is covered by the volunteer hours donations from teachers and voluntary donations from the community.

Our school board was able to add another accomplishment this year with the inclusion of Malayalam in the Northshore school district's approved languages to obtain language credits.

EC members Vijay Narayan and Rohit Ramachandran lead the efforts for Malayalam school and its affiliation to Malayalam Mission. We would like to thank Jyothish Nair, Rajesh Nanoo and Santhosh Pillai for helping us draft and review the bylaw changes for KAW malayalam school.

Thanks to the huge support from the community through feedback and donations.

ELECTIONS FOR 2022

An Election Office consisting of KAW members Jayashree Narayanan, Rajagopalan Margessery and Jyothish Nair was nominated by the EC and formed in October 2021 to oversee the election process for 2022 Executive Committee. We would like to express our gratitude to the team for the smooth conduct of the election process and for their efforts in finalizing the Executive Committee for 2022.

EXECUTIVE COMMITTEE 2022

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

President

- Santhosh Nair

Vice President

- Rahul Nair

Secretary

- Rohit Ramachandran

Jt. Secretary

- Vishnu Krishnan

Treasurer

- Biju Mathew

Jt. Treasurer

- Bhavya Anoop

Committee Members:

- Ajith Jose
- Anil Shanmugam
- Remya Nair
- Saira George
- Vysakh Nachiket

Youth Members:

- Pavana Rajesh
- Shilpa Sivaram

Ex-Officio:

- Pramod Manjali

FINANCIAL REPORT

An independent audit of all our financial accounts and transactions was conducted by KAW Member George Parappuram. We would like to thank George for all his efforts in ensuring that our accounts are in order before we hand over the responsibilities to the next committee.

Links: [KAW Financial Report \(Requires Login\)](#) | [KAW Charity Financial Report](#)

NOTES

There are some things which we wanted to achieve but couldn't quite accomplish this year. We are putting in those as possible action items the next executive committees can consider.

1. Following the cancellation of in person Christmas & New year event, Kirkland Performing Arts center is blocked for April 16th. We had already paid a \$2k deposit. The next committee may look at options to use this booking for any events.
2. Revisit general body quorum guidelines as per new Washington State rules in 2022 and amend the bylaws accordingly.
3. We had considered getting an USPS PO Box with a street address as a permanent address for KAW. This would help in having a constant mailing address and prevent issues of cheques being sent to home addresses of prior EC members.
4. We already have registered with Techsoup which provides discounted software for non profits. Look into taking advantage of Zoom billing reductions through Techsoup and also other software like Canva which provides free premium resources for non profits.
5. Identify opportunities for volunteering as a community at local non profits.
6. Setup Facebook giving profile for KAW Charity so that fundraising campaigns can be run through Facebook as well.
7. Socialize the use of Amazon Smile and Microsoft Give with Bing in the community.

2021 Annual Report

PREPARED AND SUBMITTED BY

RAHUL NAIR
SECRETARY



**KERALA ASSOCIATION
OF WASHINGTON**