



AVI USA
Quarterly Donor Report

January-March 2025

Highlights and Financial Summary



Between **January and March**, **AVI USA** board members **Matthew, Binah and Maggie** spent several weeks in Auroville. They conducted site visits, met project leaders and donors, offered trainings, and generally stayed connected to what's happening in Auroville. They also hosted a **partner appreciation lunch** at **Auroville Botanical Gardens** where over **50 project leaders** got a tour of the gardens and a delicious South Indian meal.

The current fiscal year (which ends June 30, 2025) is set to be another year of financial growth for **AVI USA**. We have already **exceeded our total revenue** from the prior fiscal year, and we've sent more money to Auroville than ever before. During just the **first quarter of 2025**, we raised and sent over **\$250,000** for Auroville — **550% more than the first quarter of 2024**.

We also launched an initiative that we hope will help our project partners grow their visibility and fundraising potential. Digital Marketing and Graphic Design interns from **Yuvabe** are working with **Auro Orchard** and the **Life Education Center** to develop their websites and social media presence so they can share their unique work with more people. We look forward to sharing positive updates about this program as it evolves throughout the year.

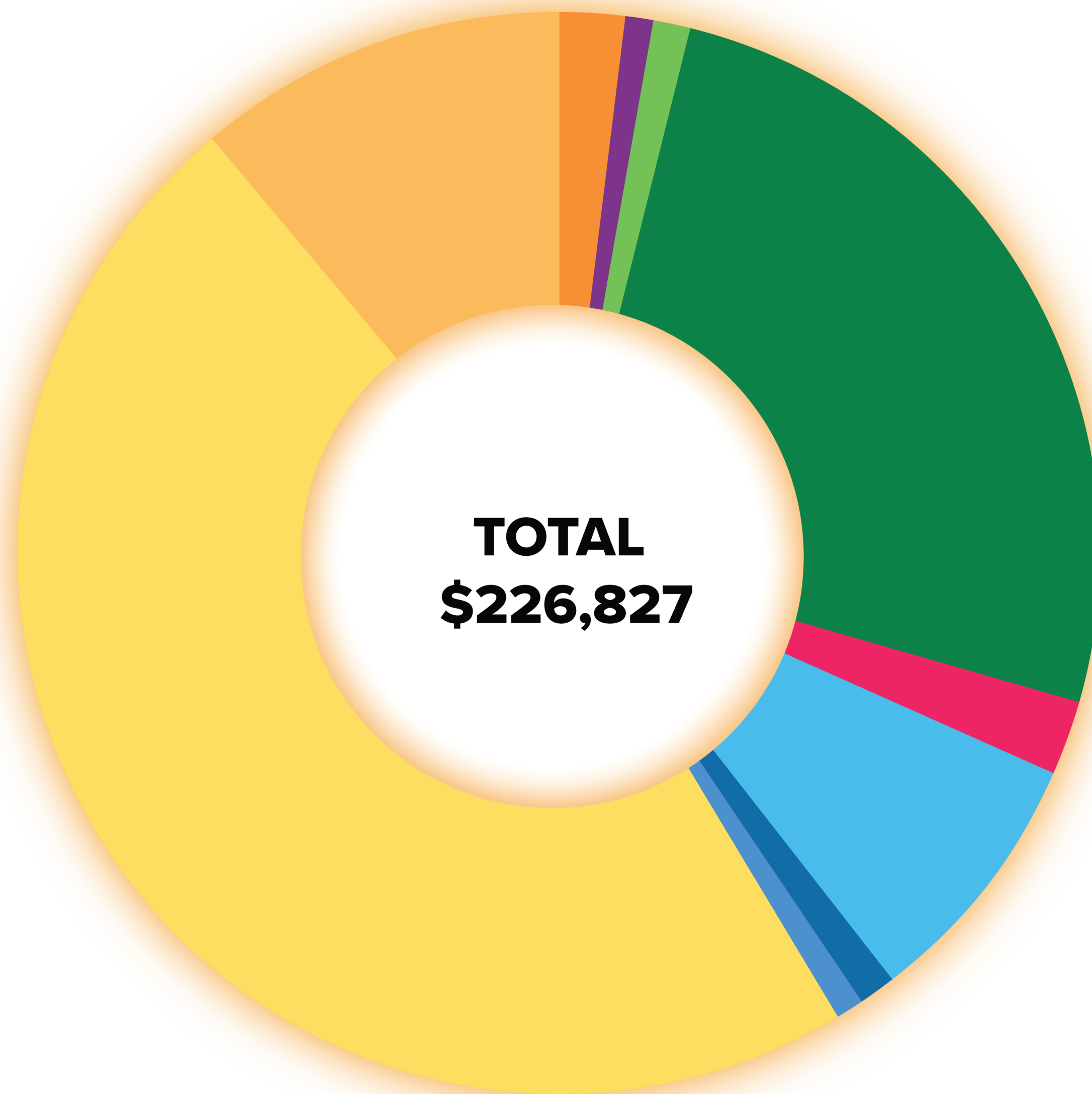
And we are happy to serve as a **fiscal sponsor** for **Sadhana Forest**, which just received a significant grant from the **Bentley Foundation** to support **ecosystem restoration**.

Over **190 individuals** donated to **AVI USA** during the first quarter of 2025 (**20% more than the first quarter of 2024**), and we are grateful to every one of you for your support and collaboration!

AVI USA

Donations Received for Auroville

January-March 2025



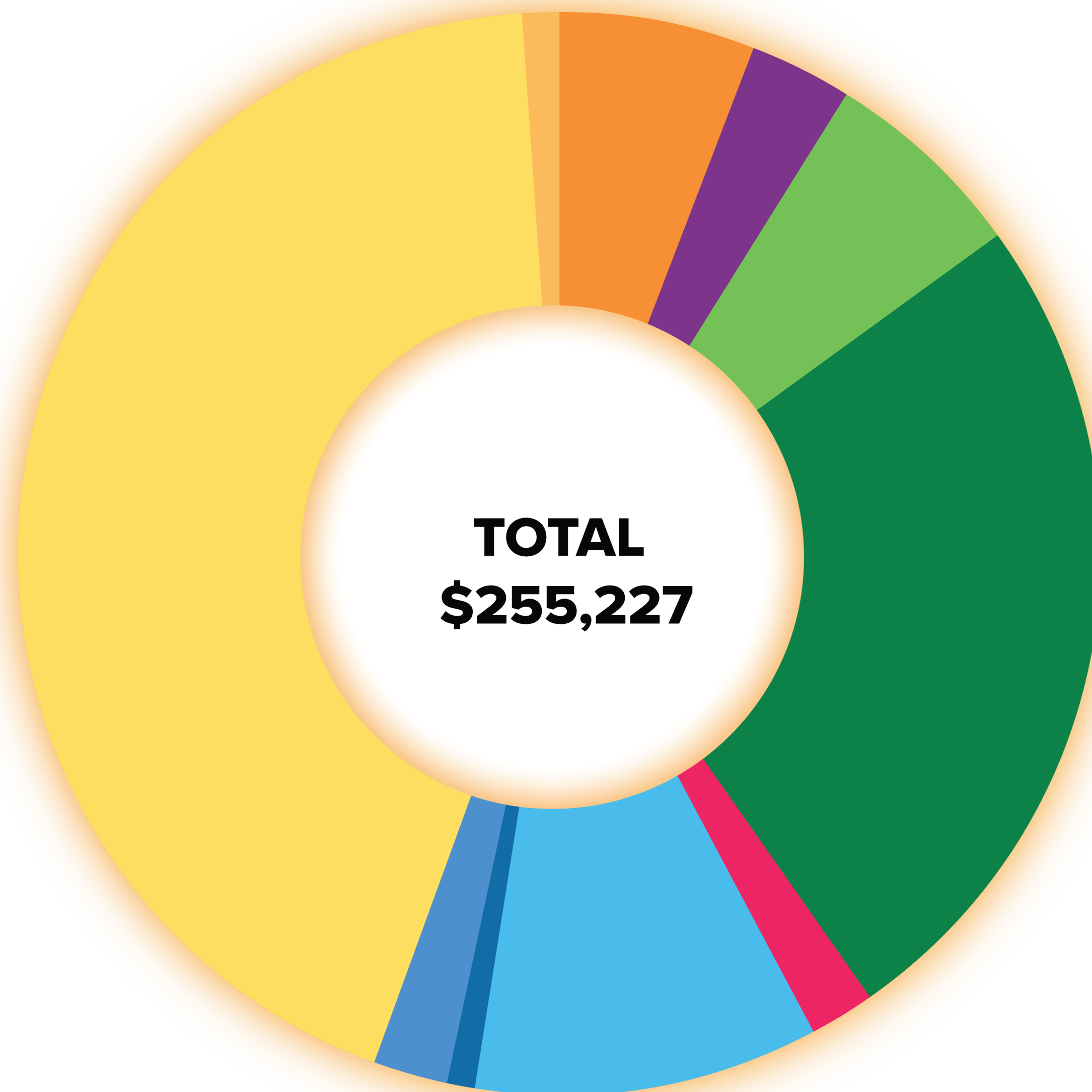
- 2% \$4,982 • Auroville Community Service
- <1% \$605 • Arts and Culture
- <1% \$764 • Farms and Food
- 26% \$59,838 • Forests and Ecology
- 2% \$3,598 • Schools
- 8% \$18,882 • Education and Enrichment
- 1% \$1,154 • Lifelong Learning
- 1% \$1,334 • Health and Healing
- 48% \$109,888 • Soul and Spirit
- 11% \$25,782 • AVI USA General Projects

TOTAL \$226,827

AVI USA

Donations Sent to Auroville

January-March 2025



- 6% \$16,251 • Auroville Community Service
- 3% \$8,699 • Arts and Culture
- 6% \$15,990 • Farms and Food
- 25% \$63,245 • Forests and Ecology
- 2% \$6,299 • Schools
- 10% \$26,391 • Education and Enrichment
- 1% \$3,578 • Lifelong Learning
- 2% \$3,834 • Health and Healing
- 43% \$110,210 • Soul and Spirit
- <1% \$731 • AVI USA Projects

TOTAL \$255,227



AVI USA 2025 SITE VISITS

Highlights of the AVI USA Site Visits

This year Matthew and Maggie conducted AVI USA project partner site visits in **February and March**. They visited and met with leaders from **39 different partner projects**. On some of these visits they were joined by Binah Thillairajah (AVI USA) and Madhavi Ravela from the Boston Sri Aurobindo Center.

The purpose of many of these visits was to learn about the projects' impacts and see their work in action. They also offered training and mentoring, as well as some support to make sure all projects are in compliance with both AVI USA's procedures and those of the Auroville Foundation. Click below to explore our growing list of site visit summaries, with more to come.

[READ MORE](#)

AVI USA HIGHLIGHTS



INCREASE IN FUNDS RAISED FOR AUROVILLE

Between January and March 2025, we raised **83% more in donations for Auroville projects** than during the same period in 2024. In just the first three months of this year, we collected **\$258,181**—all of it dedicated to our Auroville project partners.

Thanks to the generosity of our AVI USA supporter community, our total donations—including those for the **2024 Matching Campaign**—have grown by **117% in the past 12 months**.

We are deeply grateful for this continued support. It not only strengthens and sustains the vital work happening in Auroville but also allows us to **launch small funded programs for our project partners** and lay the foundation for lasting financial growth and prosperity.

BENTLEY FOUNDATION GRANT

The **Bently Foundation** has approved a **\$50,000 grant to Auroville International USA (AVI USA)**. The grant is to support **Sadhana Forest's project "Restoring Ecosystems and Ensuring Food Security in Drylands."** Building on the success of the previous project in Virudhunagar District, funded by the **Bentley Foundation**, **Sadhana Forest** is planning to implement a larger ecosystem restoration and food security project in the neighboring arid and malnourished Sivaganga District. The project will emphasize planting food-producing trees with the local population. **Bently Foundation** strives to support organizations worldwide in the areas of the environment, the arts, and animal welfare.

AVI USA GENERAL HIGHLIGHTS

AVI USA TRAININGS IN AUROVILLE

During their Auroville stay in March, Matthew and Binah led a workshop on **Sustaining Inspiration and Aspiration**, aimed at overcoming challenges and unlocking solutions and breakthroughs, the session combined reflective introspection with practical strategies to reconnect participants with the core inspiration behind their work. Through interactive sharing, the group created a powerful collective energy that reinforced their shared purpose. They shared strategies for reciprocal relationships with donors, emphasizing the importance of personal connections. The workshop focused on staying grounded in the core aspirations for the projects and keeping project participants and donors connected to the tangible impact of the work.

PARTNER PROGRAMS

As part of our **Digital Market Program**, our two project partners—**AuroOrchard** and the **Life Education Center (LEC)**—have begun working with the digital marketing interns from **Yuvabe**. The interns are currently in an **orientation period**, learning the fundamentals of the projects they are working with.

Following this initial phase, each intern will launch a tailored digital marketing strategy designed to suit the unique characteristics of their respective projects. **AuroOrchard** operates according to farming and market cycles, while the **Life Education Center** aligns its programs with family rhythms, focusing on promoting activities that meet the evolving needs of village women.

PARTNER RESOURCES

We have initiated the development of a dedicated resource portal, **partners.aviusa.org**, designed to support the evolving needs of our Auroville project partners by enhancing access to training, documentation, and development frameworks. This platform will be a central hub for resources related to AVI USA's partner application processes and funded programs.

We have built a timeline and resource to guide project partners through our 2025 strategic initiatives—including Fundraising Strategies,, and the Matching Campaign framework. Our goals is to build long-term fundraising capacity, and a deeper culture of collaboration.



COLLABORATIVE GRANTS

INDIA DEVELOPMENT AND RELIEF FUND (IDRF)

AVI USA's partnership with **IDRF** continues to flourish, with IDRF matching funds for two additional Auroville projects in 2024/25.

Our first partnership with IDRF was during the **2023 Matching Campaign**, when they provided **\$13,100 in matching funds for three Auroville projects**, The Outreach School Youth Camp, Udavi Kitchen, and Deepam School for Special Children. These projects raised funds during the campaign that were matched by AVI USA, and then double matched by IDRF. So any donor to these three projects in December had their donation multiplied by 4!

For the 2024 Matching Campaign, IDRF continued support for the original three projects and added two more, EcoFemme and Life Education Centre (LEC). This year the total amount that they matched was **\$21,382**. We are deeply grateful for this enhanced collaboration with IDRF and the continued positive impact on Auroville projects!

ROTARY CLUB VISITS AUROVILLE

AVI USA is strengthening its partnerships with **Rotary International** and local clubs to support Auroville projects, focusing on knowledge sharing, relationship-building, and securing funding. In February, a Rotarian from Chennai visited Auroville for the first time and was pleasantly surprised by the overall innovation and beauty of the community. She attended an **EcoFemme** training session at **Isai Ambalam** and visited the WasteLess offices. She was deeply impressed by EcoFemme's impact on the young girls, who became visibly more confident after just a three-hour training. During her visit to **WasteLess**, she was particularly moved by their **Sea Change** program on plastic pollution. Inspired by Auroville's work, she is eager to explore future collaboration opportunities.

*Thank You
For Your Support*



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