



AVI USA

Quarterly Donor Report

October-December 2024

Highlights and Financial Summary



The last three months of year we are our at our most engaged, both with our Auroville Project Partners and with you, our donors. We vet and coordinate new and existing projects for the December Matching Campaign, we update our tech and optimize our fundraising process, we consolidate the Matching Campaign Fund, coordinate our winter trips to Auroville, reaching out to those of you we will see there, and we keep up with our ever-growing network of supporters.

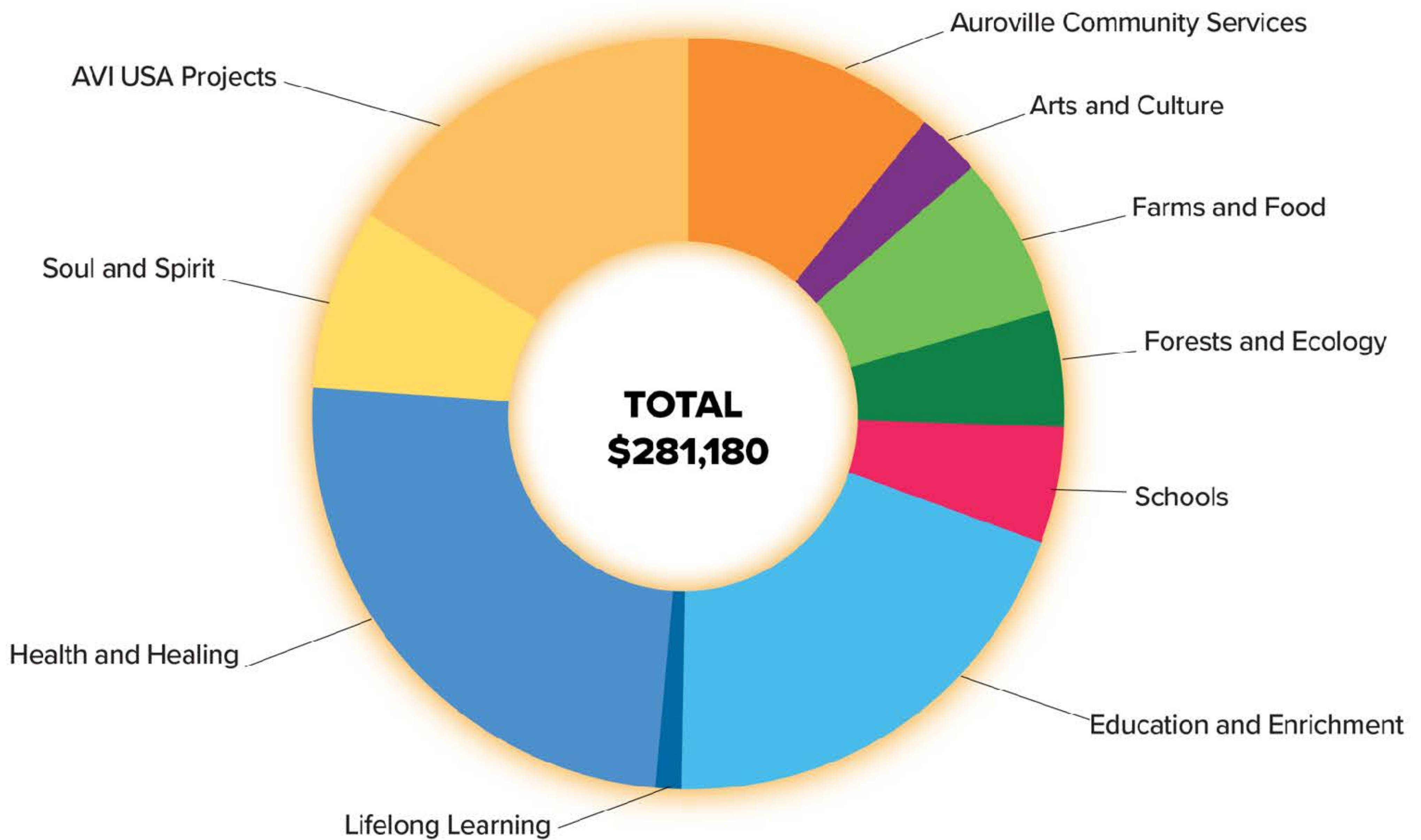
The increasing success of the December Matching Campaign is measure of AVI USA's development and strength. The last quarter of 2024 has shown a 35% increase in revenue overall compared to the same period in 2023, as our 2023 Q4 showed an almost 40% increase from 2022. Overall, our Q4 donations have increased by almost 80% in the past 2 years!

It is a measure of AVI USA's and our projects growth that our Matching Campaigns have steadily grown by close to 50% every year, from \$140,000 in 2022, to \$210,000 in 2023 and now, in December 2024, a remarkable \$350,000 raised for Auroville projects, more than double our total from 2022!

You, our donors, have made this possible, and we express our gratitude for helping us in our undertaking to support Auroville and it's dream of hope and human unity. You are the heart and soul of AVI USA. Thank you for being with us on this journey!

AVI USA Donations Received For Auroville

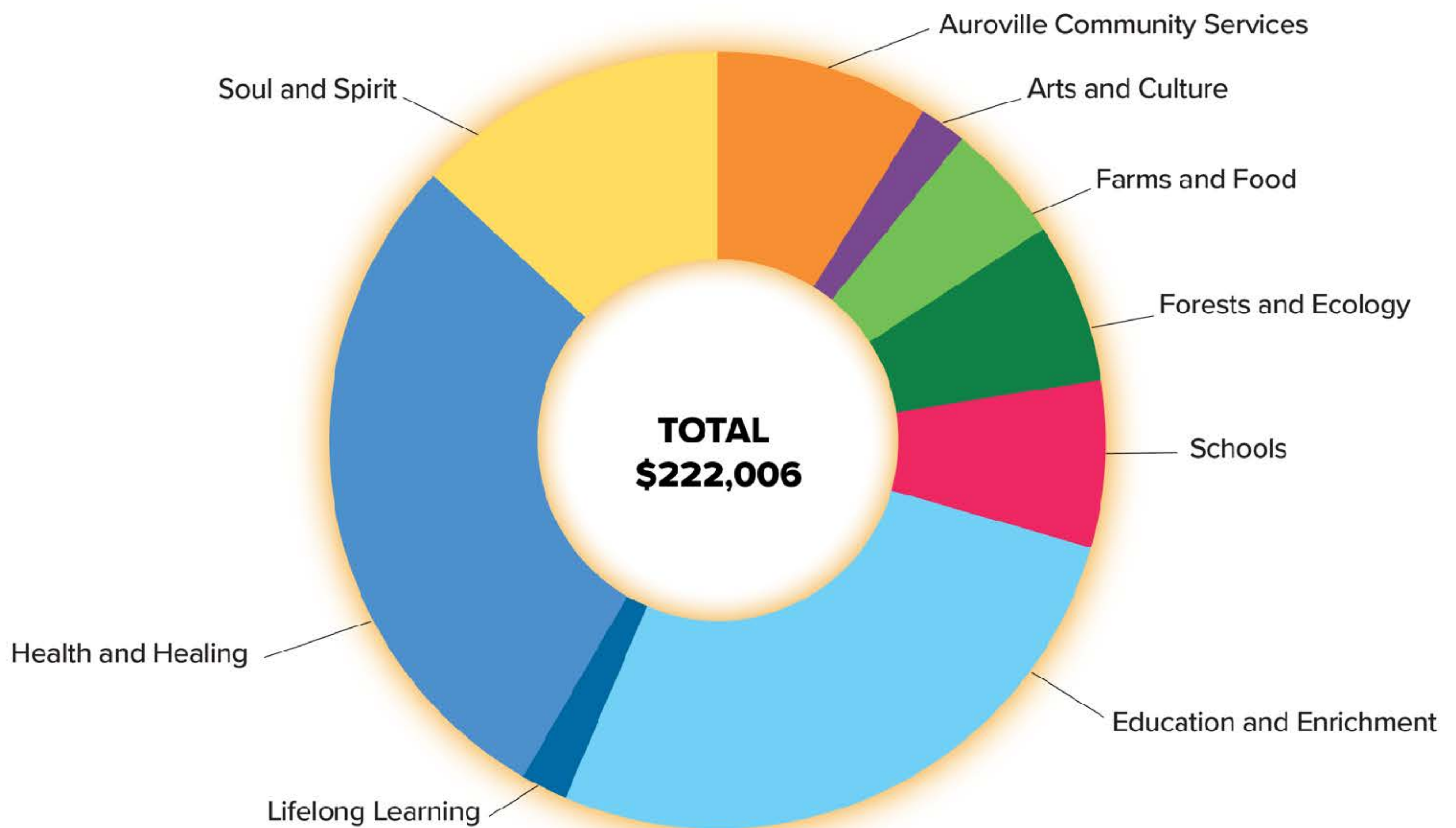
October-December 2024



- 11% \$30,051 • Auroville Community Services
- 3% \$7,915 • Arts and Culture
- 7% \$19,320 • Farms and Food
- 5% \$13,160 • Forests and Ecology
- 5% \$14,728 • Schools
- 20% \$56,882 • Education and Enrichment
- 1% \$2,572 • Lifelong Learning
- 25% \$70,365 • Health and Healing
- 8% \$22,525 • Soul and Spirit
- 16% \$43,660 • AVI USA Projects

TOTAL \$281,180

AVI USA Grants Sent to Auroville October-December 2024



- 9% \$20,595 • Auroville Community Services
- 2% \$4,704 • Arts and Culture
- 5% \$11,412 • Farms and Food
- 7% \$15,067 • Forests and Ecology
- 7% \$14,560 • Schools
- 27% \$59,284 • Education and Enrichment
- 2% \$4,132 • Lifelong Learning
- 29% \$63,329 • Health and Healing
- 13% \$28,923 • Soul and Spirit

TOTAL \$222,006



2024 Matching Donation Campaign

Highlights of the Matching Campaign

This was the third annual December Matching Donation campaign, and for the first time we were able to raise enough matching funds to match every donation received for our project partners in December! In 2023 we made it to December 28th, and this year we actually ran out of matching funds in mid-December, but we reached out to several generous friends who immediately contributed to help us reach our goal. We are so grateful to all those who donated the matching funds that made this campaign an amazing success.

Our overall donations for the December Matching Campaign are increasing at a rate of 50% a year, and our donor collective is on a similar curve, more than doubled since our first Matching Campaign in 2022.

Click below to read a detailed breakdown of our Matching Campaign progress and see some of our final numbers

[Read More](#)

Special Thanks to Sri Aurobindo Sadhana Peetham (SASP)

During our December Matching Funds Campaign, AVI USA invited the US Sri Aurobindo Centers and their members to support our Auroville projects. Thanks to SASP who generously announced our Matching Campaign to all their donors, the 2024 Matching Campaign Fund received over \$15,000 in additional funding from SASP members. We are grateful for the open heartedness of SASP and other Sri Aurobindo Centers that jumped in enthusiastically.



AVI USA General Highlights

Increase in funds raised for Auroville

Between October and December of 2024, we raised and received 35% more in donations for Auroville projects than we did during the same period in 2023. We collected \$308,000 in just three months for our project partners! We are working all the time to offer training and mentoring to our partners, to develop relationships with donors, and to create proper structures for the transparent flow of funds to projects doing good charitable work. Our efforts continue to pay off, and we're grateful to all of you who have been a part of this continued growth.

October 2024 Auroville Visit

During October Binah and Matthew visited Auroville to help our project partners prepare for the December Matching Campaign. We hosted a large group training on donor relationships, met individually with several projects, and hosted a dinner for parents and teachers of the Auroville schools to introduce them to our fundraising tools and supports. We'll be heading back in February to continue building on 2024's successes, and to conduct site visits with our project partners, part of our commitment to ensuring the funds we send are being utilized with integrity to accomplish goals shared with us by our partners.

Partner Programs

We have developed a new partnership with Yuvabe, an Auroville-based technology and digital marketing training hub. AVI USA will cover the cost of two digital marketing and design interns who will provide direct support to two of our project partners for one year. The projects selected for this program based on their applications are Auro Orchard and Auroville Dog Shelter, and their collaboration with Yuvabe begins in January 2025. We look forward to seeing how Yuvabe's support is able to level up the web presence and connectivity of these two partner projects. And we hope to continue the program for additional partners in the years to come.

AVI USA General Highlights

Revised AVI USA Articles of Incorporation

During our board meeting in September, we revised AVI USA's Articles of Incorporation, including the organization's statement of purpose. In December we submitted the new statement to the California Secretary of State. This was partly under advice from our legal team, who pointed out that we had not updated the articles since 1976, and there have been some changes to the nonprofit legal landscape in the USA since then. The new articles bring us into alignment with the current legal framework and reflect our aspirations for the future.

\$40,000 Grant from the Merriam Hill Center

In November AVI USA received a \$40,000 grant from the Merriam Hill Center, which was a spiritual and ecological education center with long ties to Auroville. The Center recently closed, and the grant was part of its closing process. Most of the \$40,000 will be directed to supporting Aurovilian youth continuing their education, and we will be working with folks in Auroville to create a framework for manifesting that. A portion was directed to the December Matching Campaign, providing the balance that we needed to match 100% of the donations that came in during December.

Our First Stock Donation

In December AVI USA received the first direct donation of stock to our new account with Edward Jones. The account is managed by Puja Markus, who was born and raised in Auroville. If you're interested in making a stock donation to AVI USA, please be in touch!

Premiere of The Owl-Eyed Guardian and the Banyan Dream

In October we premiered 'The Owl-Eyed Guardian and the Banyan Dream' a film written and directed by Alessandra Silver of Inlight Productions, an Auroville-based film studio and an Auroville Project Partner. The film is based on the life of Andhayee, who lived under the Matrimandir banyan tree during Auroville's early years. We had close to 300 viewers from all over the world present for the screening. The film was screened in Auroville as well, and Matthew was present with Andhayee's family and actors from the film.

Collaborative Grants



India Development and Relief Fund (IDRF)

AVI USA collaborated with the Indian Development Relief Fund in December to match donations for five Auroville project partners. This added an additional \$21,445 to the \$350,000 raised in December for Auroville projects. The grants will go to the following projects: Udavi for facility upgrades, Outreach Schools Summer Trip to Nainital, Eco Femme to continue its educational outreach and pad distribution to young women, Deepam for the needs of its disabled students and families, and Life Education Center to offer training in income generating skills to local village women. We congratulate the five Auroville projects and are grateful for the continued support of IDRF.

Rotary Club

After establishing a strong connection with the Denver, New Jersey and Chennai Rotary Clubs and finalized a significant grant for EcoFemme, we are continuing to explore Rotary grants for Auroville partners. We are meeting regularly with Rotary Club partners in Denver and India to facilitate submissions for several global grant proposals (for a minimum of \$30,000) to the Rotary Club on behalf of several Auroville project partners that align with the interests of the different Rotary clubs. .

Thank you for your support!



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