

SKN

FOUNDATION



AIM...ACHIEVE...INSPIRE

Every child is different! Every child is special!

FRIDAY, SEPTEMBER 22, 2017

at 6:00 P.M.

— **VENUE** —

THE MARIGOLD

315 Churchill Avenue

Somerset, New Jersey 08873

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EXPECTATIONS

THE MISSION

SKN-“Shri Krishna Nidhi Foundation is a not-for-profit organization with a mission to promote total wellness of people and the community through education.”

“The Light of Education leads to total well-being”

OUR INSPIRATIONS

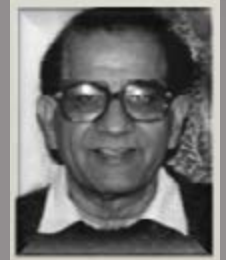
“The Light of Education leads to total well-being”

The SKN Foundation was established in memory of the individuals who are the inspiration for SKN to make a positive impact in the community we serve.



Shri Krishna: Chose the wrong non-traditional medicine to treat his depression and over dosage of medications led to his end, at a very young age of 40.

Gopal Krishna: Diagnosed with diabetes in his early forties, Cardiovascular complications from his diabetes led to his untimely death.



Nidhi: At the age of 36 was diagnosed with a brain tumor and within 6 months sadly the cancer had taken her life.

THE FOUNDER

DR. NAVEEN MEHROTRA

Is a pediatrician in practice and an adjunct faculty member in the Department of Pediatrics at the Rutgers- Robert Wood Johnson Medical School and the Rutgers School of Public Health.

Practicing in Central New Jersey with one of the highest concentrations of South Asians, Dr. Mehrotra is dedicated to improving the health of South Asians, particularly those who have recently immigrated.

With a passion to educate and increase awareness in areas such as disease prevention within the community, Dr. Mehrotra took the personal inspirations from his family members and founded SKN; a community based non-profit organization to address these needs at a grassroots level. He believes that education at the community level is critical in the quest to eliminate health disparities.



PROJECTS & PROGRAMS

MOVE IT TO LOSE IT (MITLI)

MITLI is a 6 week program delivered in the after school setting to educate elementary school children about a healthier lifestyle by teaching them about the basics of good nutrition and the importance of physical activity.



PATIENT VOICES

Patient Voices is a video anthology of patient experiences about their illnesses. Different aspects of the disease and its impact on the patient are captured in these segments available on the SKN Foundation YouTube channel.



PROJECTS & PROGRAMS

SCOPE-SPECIAL NEEDS COMMUNITY OUTREACH PROGRAM FOR EMPOWERMENT

Families with Special Needs children have an added challenge to not only raise a child but also to adapt and accommodate their special needs. Through this outreach program, SKN Foundation empowers families with special needs by providing social and educational support and resources to help improve the outcomes of their child.



SOUTH ASIAN DIABETES EDUCATION & RESOURCE CENTER (SADERC)

Diabetes is the most common chronic disease with a prevalence upto twenty percent in the South Asian adult population and a leading cause of morbidity associated with the heart, kidneys, and other organs. Through SADERC, SKN Foundation will provide community based education and resources for families to overcome the challenges associated with Diabetes.



PROJECTS & PROGRAMS

SOUTH ASIAN HEALTH RESOURCE INITIATIVE - SAHRI

is a centralized online community for health resources on South Asian health with a bi-fold purpose- for the healthcare professional and the other for the health care consumer. It not only compiles the available health care resources and events but also creates an opportunity to update them as they are made available. Once a community has been established, this resource will allow a forum to promote primary survey based research.



SANATAN VIDYALAY

This is a weekly school program to educate the South Asian children about health, culture and heritage through lectures and interactive hands-on activities. Children learn about the benefits of yoga for daily living and management of stress. Children also learn about the various cultural celebrations and are able to interact with other children to keep their culture alive.



PROJECTS & PROGRAMS

AICAT – ASIAN INDIAN CULTURAL AWARENESS TRAINING

The role of cultural awareness training: Attitudes and behaviors are more than likely to be conditioned by culture-values, assumptions and perceptions that are instilled early on in life and are expressed in the way we behave and interact which can have a substantial impact on the health care management. These differences can be deep but intuitive and may lead to substantial misunderstanding and miscommunication impacting compliance and health care outcomes. Through these training modules, health care providers are empowered with basic skill sets to reduce healthcare disparities.



FOR SOUTH ASIAN HEALTH

Through this outreach project, SKN educates the South Asian community about their health and a healthier lifestyle. SKN Foundation volunteers participate in health fairs and community cultural events to offer nutrition and health counseling and arrange various health screenings and provide culturally sensitive health education materials in various languages.



PROJECTS & PROGRAMS

SOUTH ASIAN CANCER INITIATIVE

Increase awareness and access to services at Cancer Support Community of Central NJ amongst patients, survivors and family members within the South Asian Community. This is a collaborative effort to identify, develop and raise support for a project that would move us closer to being able to create open conversations around cancer within the South Asian Community.



SOUTH ASIAN FAMILY CONNECTION

A free warm-line 732-947-4383 has been created for the South Asian community to learn about the various resources for their health. Referral to various state benefits programs, free health clinics, transportation, health services etc is provided through this service.



DANCE FOR A CAUSE

Dance 4 A Cause

Is an annual event initiated to raise awareness and showcase children with special needs. Through the partnership with Rhythmic Arts Dance & Music Center, the first Dance 4 A Cause Event was held on April 1, 2017 at Middlesex County College Theater with 15 performances of acclaimed dance schools along with our talented children with special needs- many of whom never thought they would get the chance to ever be on stage! The event will raise funds for a different charity each year with the first year proceeds going to Autism New Jersey.



AWARDS AND RECOGNITIONS

International Woman's Day Celebration held on Friday March 9, 2017 at the Indian Consulate in New York

Epic Award held at the Forsgate Country Club on April 13, 2016 : SKN Foundation selected as one of the Institute for Nursing EPIC Awards honorees

Academy Health Population Scholar- SKN Foundation selected as a scholarship winner for Population Health

American Academy of Pediatrics Community Access to Child Health Award Recipient 2015



AWARDS AND RECOGNITIONS

Launch of SADERC :

South Asian Diabetes Education & Resource Center
SKN launched the South Asian Diabetes Education & Resource Center on Sunday, April 30, 2017 after so many years of hard work led by Dr. Meena Murthy. Guest of Honor world renowned Diabetologist Padma Shri Dr V Mohan, Interim President and CEO of Saint Peter's Health Care system Leslie Hirsch, Assemblyman Herbert Conway, Dr. Nayan Kothari Chair Department of Medicine, Saint Peter's University Hospitall graced the event to help promote the launch! Community leaders IBA president Dhiren Amin, Dr. Piyush Patel and many other dignitaries who attended, promised to move this initiative forward.



HOPE CANCER GALA 2016

The SKN Foundation Annual Gala Creates Support System For South Asian Families Affected by Cancer (Hills borough, New Jersey – September 22, 2016) Those who succumbed and survivors of cancer were honored at the SKN Foundation's annual gala, on September 17, 2016, at the Marigold in Somerset, New Jersey.

The evening's event included powerful messages and poems from the founder, Dr. Naveen Mehrotra, and his mother, both of whom have lost loved ones to the disease. Fox News radio and television personality Vipp Jaswal was the emcee for the evening's program, which highlighted keynote speaker Lisa Ray's battle with Multiple Myeloma. The colorful event culminated with a runway fashion show by international designer Joy Mitra and a performance by Indian singer/songwriter Falu Shah.



HOPE CANCER GALA 2016

The evening's efforts were coordinated by lead event organizer, Sonalika Ahuja from Beyond Media, with support provided by Urvashi Mishra of Electric Karma International and Ayesha Hakki of Bibi Magazine.

In addition to Joy Mitra's fashion show, the evening also spotlighted "real people" who are creating change in their communities and walked the ramp in support of the cause.

They included:

- ❖ Giving Back Foundation founder Meera Gandhi
- ❖ NY1 and AVS host Joya Dass
- ❖ Actor Sonny Chatrath
- ❖ Actor Deepti Nair
- ❖ Actor & Restaurateur Roni Mazumdar
- ❖ Cancer Survivor Chiara D'Agostino



SKN HOPE GALA 2017 FOR SPECIAL NEEDS

The SKN Foundation' HOPE Gala 2017 for Special Needs will benefit the SCOPE- Special Needs Community Outreach Program for Empowerment initiative. Historically, special needs children and their families tend to become isolated. The SCOPE program is a medium for our special needs children and families for education, support and socialization. Some of the SCOPE parents state:

"SCOPE is like a guiding light"

"SCOPE restores the belief in my daughter"

"SCOPE teaches us about Support ,Coping techniques, Optimism, and Possibilities in our children"

"SCOPE helps to uplift our kid's needs & brings smile on their face"

Through this Gala, SKN aims to expand its current outreach efforts to help a much larger group of families of children with special needs.



HOW YOU CAN HELP AS A SPONSOR

There's an old adage that says "It is more blessed to give than to receive" Here is an opportunity for you as an individual or as a corporation to come forward to support a cause.

SKN Foundation is proud to invite you to be a vital part of the SKN Foundation's SCOPE 2017 Hope Gala as a Sponsor for the event. You have the Power to Empower.

We are asking for sponsorship benefiting the SKN Foundation's Special Needs Community Outreach Program for Empowerment (SCOPE).

SCOPE aims to foster opportunity, awareness and inclusion to enable individuals with special needs to flourish and lead meaningful integrated lives in society.

Your involvement is of the greatest importance at this hour.



SKN HOPE GALA 2017 FOR SPECIAL NEEDS

Celebrity International fashion Designer **Joy Mitra** will grace our event again this year to showcase his latest fashions. Special needs children will be walking the ramp in designs specially made for them. Joy Mitra is known for his philosophy to keep his clothes simple, yet elegant and beautiful.

Joy debuted at the WIFW SS'09, where his collection received a tremendous response which helped him create an identity for himself as a young designer to watch out for.



SKN HOPE GALA 2017 FOR SPECIAL NEEDS

The Gala will be hosted by **Mini Mathur** who has hosted four seasons of Indian Idol on Sony Entertainment TV.

She brings glamour, wit and intelligence to our event.

Mini has been nominated in 2006 for Best Anchor for ITA awards and has also won Best Anchor Award on Sony, The Lions Award 2006 for best TV presenter, and Best Anchor-Media personality at Live Quotients Award 2015 which celebrates the best performers in the industry.

Also known for her pleasant sense of style and her love for vibrant colored hand loom sarees, Mini has been the face of many ad campaigns like ultra doux, L'Oreal and is currently the brand ambassador of Comfort.

Mini Mathur is back with a new web series "The Mini Truck", which will feature Mini's favorite celebrity friends cooking up their favorite dishes on Mini's fancy food truck.



SKN HOPE GALA 2017 FOR SPECIAL NEEDS

After the tremendous success of HOPE GALA 2016, the SPECIAL NEEDS GALA 2017 is once again being coordinated by lead event organizer **Sonalika Ahuja** from Beyond Media.

She has a reputation as a perfectionist who ensures success in everything she is committed to especially when it is for a great cause .

Through her diverse work, Sonalika has built up an extensive network in fashion, philanthropy, branding and media, which has helped to create a unique multi disciplinary platform which can be used to showcase any spectacular and memorable event.



SKN HOPE GALA 2017 FOR SPECIAL NEEDS

Gala Committee

Urvashi Misra : The East Coast President of event planning business Electric Karma is helping organize the gala second year in a row. Her experience and expertise in coordination and execution of weddings, fundraisers and conventions will contribute to another successful gala this year as well. She is also a philanthropist at heart and deeply connected to the mission of the foundation.



Sabuha Qureshi-Din: Sabuha's science background as a Pharmacist coupled with her spirit of volunteerism in PTO Organizations has brought her to the SKN Foundation, where she continues to contribute her time and boundless energy for the betterment of community as Coordinator of the SKN Foundation.



SKN HOPE GALA 2017 FOR SPECIAL NEEDS

SCOPE Advisors

Dr. Neha Saraiya: Is a board certified pediatrician committed to advocacy for child health/nutrition/obesity and food allergies. As a pediatrician she takes care of many patients and families with special needs and on a personal level has worked very closely by teaching Aditya, a SCOPE child with autism at Sanatan Vidyalay another educational support initiative of SKN Foundation which fosters inclusion.



Radha Lath: A mother of two special needs children has a BA in English from the National University of Singapore, and an MA in English from Northwestern University. Having worked as a teacher and then a birth doula, Radha has turned her attention to special needs advocacy and inclusion through her blog autismduniya.com, which brings together her love of language and her passion for understanding autism.



SKN HOPE GALA 2017 FOR SPECIAL NEEDS

SCOPE Advisors

Jeanie Beri: Founder & Director of the Rhythmic Arts Dance & Music Center believes her biggest achievement is that of being a mom of 2 daughters, one of which is her angel Jiya, a child with special needs. Jeanie, now is using what God has given her to benefit the community and give other children with special needs a chance to dance & perform on stage with their typical peers. Jeanie is very passionate about teaching any person that walks through her studio doors no matter what their special need may be.



Vasu Nacha: Has a Masters in Psychology and works as a Senior Technical Assistance Specialist in the Grow NJ Kids TA center at Prevent Child Abuse NJ. As a parent of a child with special needs, Vasu channels her personal and professional experiences to guide her passion of empowering parents with the skills and resources necessary to improve outcomes for their children.



SKN HOPE GALA 2017 SPONSORSHIP

I would like to sponsor the SKN Foundation HOPE Gala 2017 at the level shown below (please check which level)

Diamond Sponsor \$15,000

- Ten (10) tickets to SKN HOPE Gala 2017.
- Recognition of company name during Gala by celebrity emcee.
- Company name and logo on SKN Foundation websites with click-through to company site.
- Company logo in SKN Foundation's SKN HOPE Gala 2017 program Logo Page.
- Full-page Color ad in SKN Foundation's SKN HOPE Gala 2017 program.
- Company logo included on Step and Repeat Banner.
- Red Carpet Media Interview.

Platinum Sponsor \$10,000

- Eight (8) tickets to SKN HOPE Gala 2017.
- Company name and logo on SKN Foundation websites with click-through to company site.
- Company logo in SKN Foundation's SKN HOPE Gala 2017 program Logo Page.
- Full-page color ad in SKN HOPE Gala 2017 program.
- Company logo included on Step and Repeat Banner.
- Red Carpet Media Interview.



SKN HOPE GALA 2017 SPONSORSHIP

I would like to sponsor the SKN Foundation HOPE Gala 2017 at the level shown below (please check which level)

Gold Sponsor \$5,000

- Six (6) tickets to the SKN HOPE Gala 2017.
- Company name and logo on SKN Foundation websites with click-through to company site.
- Full-page color ad in SKN HOPE Gala 2017 program.
- Company logo included on Step and repeat Banner.
- Company logo in SKN Foundation's SKN HOPE Gala 2017 program Logo Page.

Silver Sponsor \$3000

- Four (4) tickets to SKN HOPE Gala 2017.
- Company name and logo on SKN Foundation websites with click-through to company site.
- Company logo in SKN Foundation's SKN HOPE Gala 2017 program Logo Page.
- Full page color ad in SKN HOPE Gala 2017 program.

Bronze Sponsor \$1,500

- Two (2) tickets to the SKN HOPE Gala 2017.
- Company name and logo on SKN Foundation websites with click-through to company site.
- Company logo in SKN Foundation's SKN HOPE Gala 2017 program Logo Page.





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ADVERTISING OPPORTUNITY

I would like to advertise in the SKN Foundation HOPE 2017 Gala brochure at the level shown below (please check which level).

Full-page color ad - 5.5" x 8.5" (\$300)

Half-page color ad - 5.5" x 4.25" (\$200)

Name of Individual or Corporate Sponsor/Advertiser: _____

Contact Person _____ Title _____ Address _____

Phone _____ City _____ State _____

Zip _____ Sponsor's signature _____ Date _____

Artwork submittal instructions:

Email a digital copy of print-ready artwork to theskninfo@gmail.com

(JPG, PNG formats in 300 dpi are accepted for 5.5"x8.5" full page ads)

Payment Info: Check enclosed. Please make check payable to the SKN Foundation.

SKN Foundation cannot guarantee the placement of ads received after September 13, 2017.

If you have any questions, please contact (908) 671-1344 or theskninfo@gmail.com

Please return this form to:

The SKN Foundation

4 Lanning Way Hillsborough, NJ 08844

A 501(C) (3) non-profit organization Tax I. D. #27- 1257098

Please note SKN Foundation is a 501C-3 Non-profit and donations may qualify as a charitable deduction for federal income tax purposes. Please consult with your tax adviser or the IRS to determine whether your contribution is deductible.

www.skfoundation.org

For Sponsorship and Tickets Please Contact :

Sonalika Ahuja : 212-868-9450

Sabuha Qureshi-Din : 609-608-0166



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Thank you for your support

SKN Foundation

www.sknfoundation.org

908-671-1344