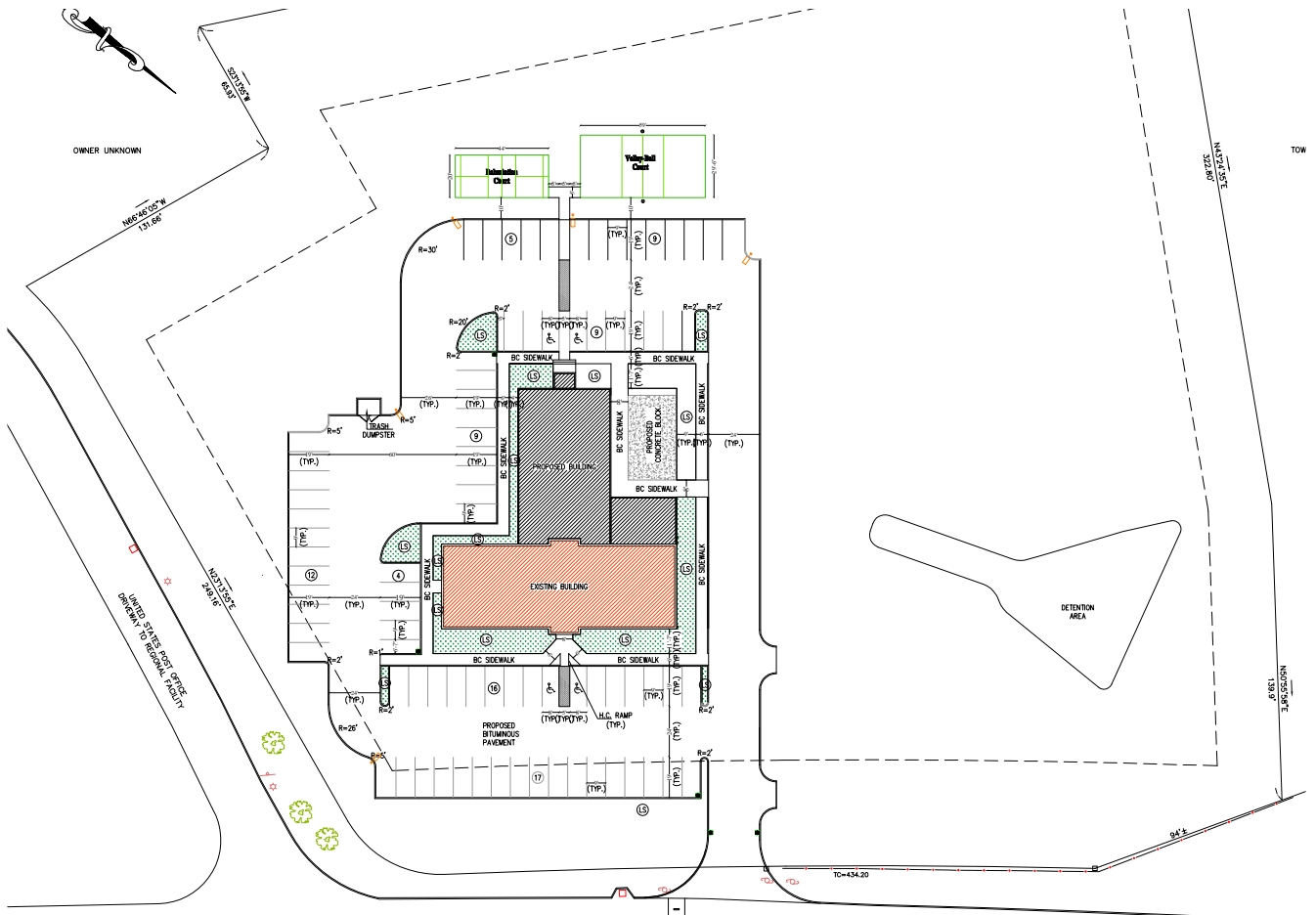
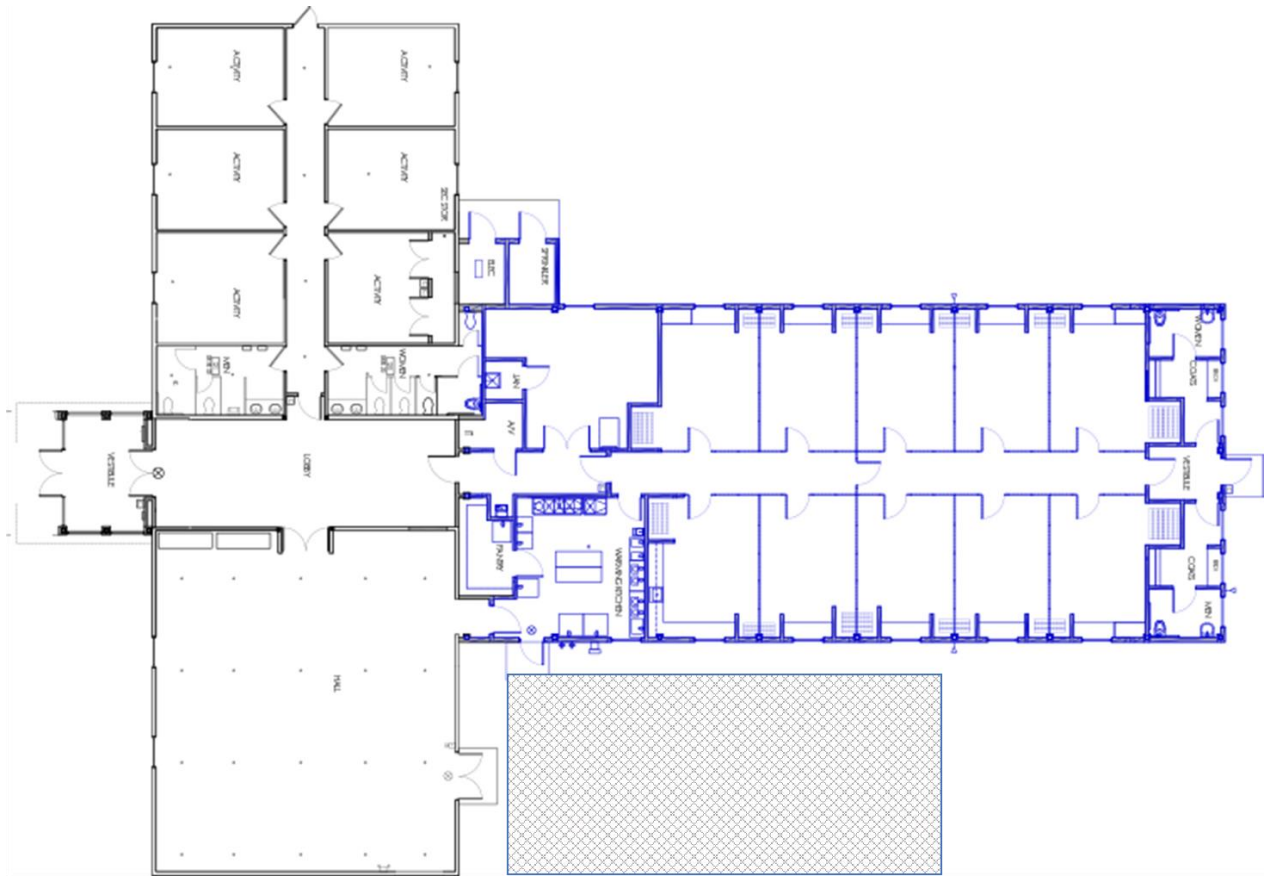


India Society of Worcester



**INDIA
CENTER
Expansion
2020**



ABOUT THE SOCIETY

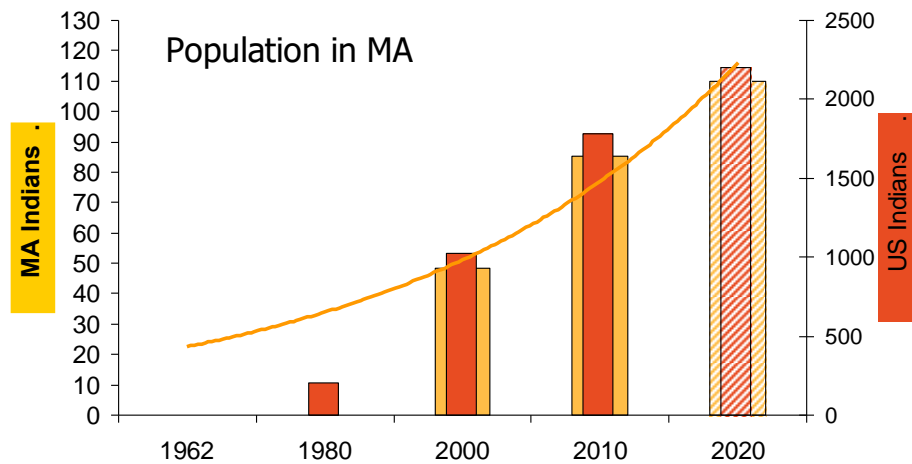
THE INDIA SOCIETY OF WORCESTER IS ONE OF NEW ENGLAND'S MOST RESPECTED INDIAN ORGANIZATIONS, AN ORGANIZATION AS VIBRANT AND DIVERSE AS INDIA HERSELF!

Established in 1963, the India Society of Worcester (ISW) is a volunteer-run, non-sectarian, non-political, non-profit organization and one of New England's most respected cultural associations. ISW serves the ever-changing needs of Metro-West, Worcester and Central Massachusetts communities. It is home to people who want a connection to all things Indian either through, birth, heritage or otherwise, while harmonizing the feeling of "our organization".

India is home to world's largest religions and over 22 official languages, and Indian Culture is a diverse tapestry of many distinct individual sub-cultures. ISW prides itself on our commitment to Unity in Diversity, as the Indian- American community assimilates within an even bigger melting pot of diverse American society.

COMMUNITY GROWTH

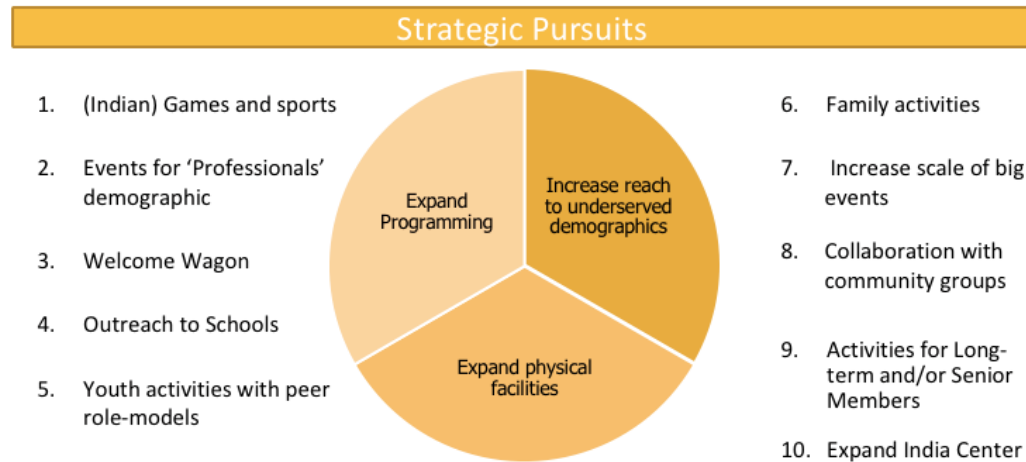
The Indian Community in the area has seen tremendous growth over the last several years. The strategic plan – ISW 2020 adopted by the society established a comprehensive set of priorities to help the society adapt and grow in response to the shift in demographics.



STRATEGIC PLAN - ISW 2020

As ISW celebrated its 50-year anniversary in 2013, the leadership recognized the need to expand the breadth of ISW activities to support the rapidly growing community, and to deepen the impact of the society within the community at large.

ISW's strategic planning process included input from a broad base of community members and subject matter experts. Demographic movements and other activities in the area were also taken into account to build the ISW 2020 Plan.



Almost 100 community members provided over 400 ideas which were distilled into 10 key strategic priorities for ISW2020.

ISW 2020 EXECUTION OUTCOMES

Since the adoption of the ISW2020 Strategic plan, the society has made significant progress in several of the expansion initiatives identified in the strategic plan. Some notable examples that we are proud of include:

- India Day expanded from a small venue in Worcester to the DCU Center, now attracting 5000+ attendees.
- Strong growth in India Youth Group membership to the tune of 250%
- Expanded partnerships with other community organizations (for example, Worcester Art Museum, regional Indian organizations, etc.)
- Free Health Stop has now sees an average of 350 patients annually – up from approx. 200 patients.
- Crisis committee has expanded impact to the community – helping over 68 families in 2017 alone.

As the scope of activities has grown, the space for activities has become a key constraint – driving the need for expansion. For example, the ISW language and cultural school now needs to be divided across two days because of space constraints.

The India center expansion committee conducted extensive community-driven planning to further refine the objectives and the vision for the expansion. Each idea was analyzed by the committee to consolidate key design objectives. The plan presented here is an output of this process.

A COMMUNITY CENTER VISION

With this planned expansion, India Center will be a community center, a hub where the Indian American community congregates, and a foundation for India Society's community engagement efforts for the community at large. We envision multiple activities with diverse age groups, both scheduled and spontaneous take place at the same time, giving the community the ability to strengthen its network.

India Pavilion: The center will feature an expanded welcoming atrium, which will become a showcase for Indian culture. Artifacts and handicrafts will offer visitors an opportunity to learn about the rich cultural heritage. This space also becomes the hub where families and friends meet as each member scatters throughout the center to engage in various activities.

School: The expanded center will allow the language and cultural school to run on a single day – with a joint assembly and common cultural activities that will foster inter-lingual and cross-cultural exchanges. We also envisage an expanded portfolio of education activities for children including STEM, public speaking and personality development & career development programs.

Youth: India Youth group will be able to further consolidate its mission of personality development and community engagement for youth aged 12 –18. Dedicated spaces, available games and sports facilities will enable the India society to become a hub for unscheduled meetups and foster building of a peer network that will stay with them for life.

Sports: A set of sports facilities will offer room for popular outdoor sports that will be targeted to many age groups. These include a volleyball and badminton court.

Seniors A dedicated space for seniors to enjoy a game of cards, a board game, read a magazine, watch a movie or just catch up with friends over a beverage.

Crisis Assistance: A new dedicated office space with regulatory compliant storage, will provide a platform for the crisis committee to increase the amount of services that we are able to offer.



Free Health Stop: The long running free health stop will also have dedicated space with regulatory compliant storage for medical records and equipment. The expanded space will also allow the health stop to increase the number of patients seen.

Wellness: Yoga, meditation and other wellness related programs on a regular schedule.

Activities for Young families: We envisage growing the portfolio of activities to include programs targeted at families with very young children. There is an under-served need to provide a networking and community for young mothers with pre-school children including some early childhood programs.

Professional Development: Another underserved need in the local community is Professional development and networking activities for working professionals and entrepreneurs. The India Society is currently looking into expanding partnerships with other organizations to enhance programming in this space including Seminars, networking events and career counselling.

Arts and Crafts, performing arts: the flexible spaces will allow partnering with local teachers to offer spaces for music, dance and arts education. One of the rooms will feature sinks and facilities for supporting activities such as painting, sculpting, robotics etc.

Outdoor Courtyard: The outdoor courtyard will offer a connected outdoor space that can be used as overflow for larger events in good weather

ABOUT THE BUILDING

The expansion will add over 4,000 sq. ft. to the building as detailed in plans on page 2.

- A beautiful new expanded entrance with cathedral ceilings will become the new entrance space, called the India Pavilion
- Existing kitchen will be moved to an expanded kitchen.
- An adjoining storage room will provide storage for spare tables and chairs from the current main hall
- The main community center wing will feature 10 rooms, with 12-foot ceilings and configurable partition walls that will provide flexibility of configuration for events.
- Rooms will be designed for operational needs including storage & AV needs.
- Outdoor courtyard will offer overflow for main events
- Outdoor sports area featuring Volleyball & badminton courts.

TIMELINE

- Groundbreaking and Bhoomi Pooja for the new center was conducted in October 2019.
- Major site work has been completed and the first layer of asphalt was completed in November 2019.
- Foundation was poured just before the onset of Winter.
- We are currently targeting project completion by Summer 2020

BUDGET

The Overall budget for the renovation is expected to be \$ 2.5M. A significant portion of this was pledged in the pre-capital campaign.

PLEDGE FORM

YES! I AM PROUD TO SUPPORT THE INDIA CENTER WITH A PLEDGE

NAMING RIGHTS

In the past few months, with the support of the community, a number of Naming rights opportunities have already been pledged.

ALREADY PLEDGED:

- New Extension Wing
- India Pavilion
- Outdoor Courtyard
- Kitchen Upgrade
- 10 Activity Rooms
- Furnishings for 10 Activity Rooms

NAMING RIGHTS OPPORTUNITIES AVAILABLE

<input type="checkbox"/> MAIN FRONT PARKING LOT	\$ 100,000
<input type="checkbox"/> PARTITION SYSTEM	\$ 100,000
<input type="checkbox"/> SIDE PARKING LOT	\$ 50,000
<input type="checkbox"/> BACK PARKING LOT	\$ 50,000
<input type="checkbox"/> FRONT PARKING LOT ANNEXE	\$ 50,000
<input type="checkbox"/> AV SYSTEM	\$ 30,000
<input type="checkbox"/> STORAGE ROOM	\$ 30,000
<input type="checkbox"/> COAT ROOMS (2)	\$ 20,000 EACH



BRICKS - PROMINENTLY PLACED \$ 2,500 _____ NUMBER OF BRICKS

DONOR BOARD ONLY \$ 1,000

OTHER DONATION: AMOUNT \$ _____

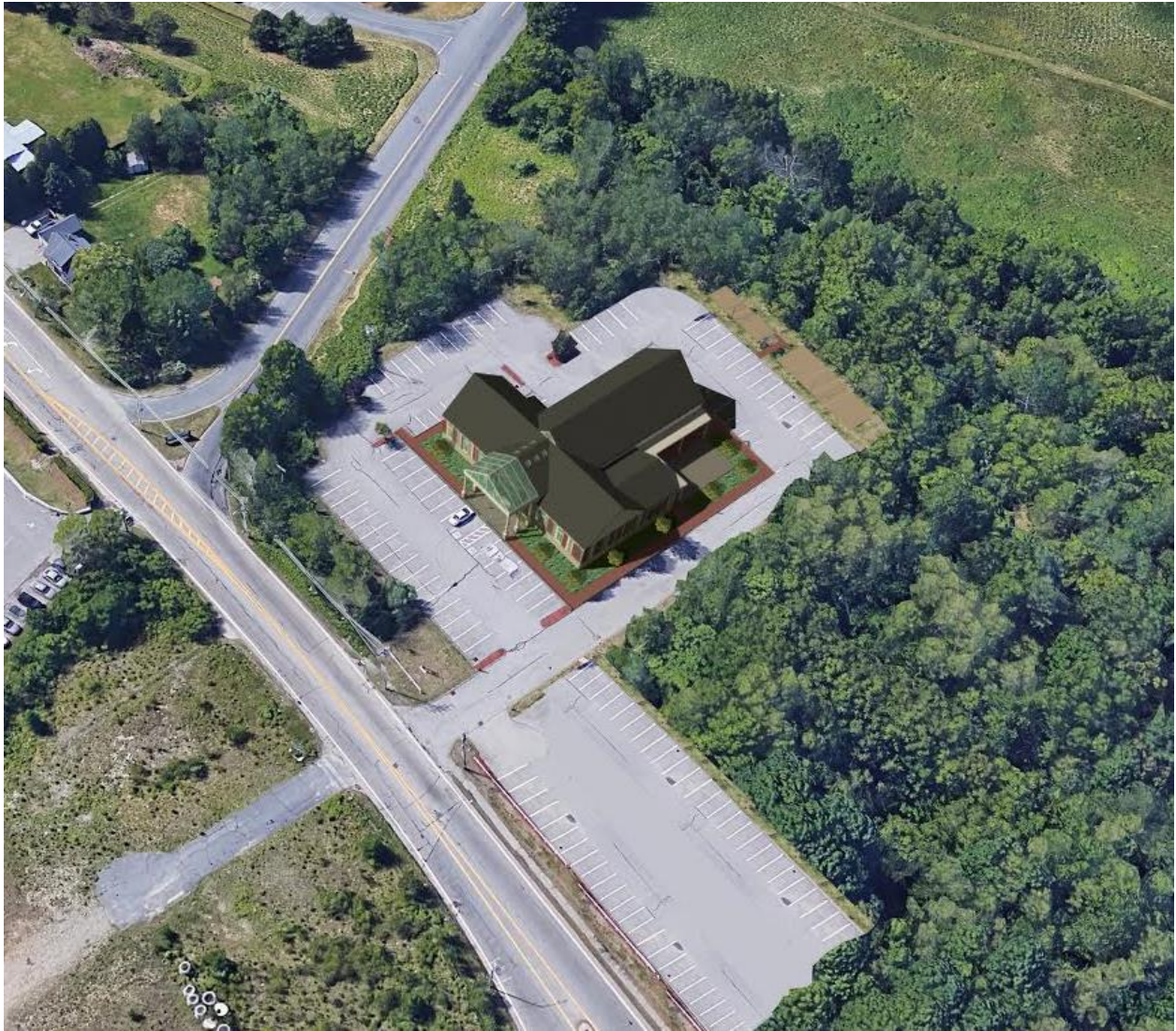
NAME

EMAIL

PHONE

ADDRESS

SIGNATURE



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