



## FOR IMMEDIATE RELEASE

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### **FOUNDATION FOR EXCELLENCE ANNOUNCES IT'S WORLDWIDE "ADOPT A SCHOLAR" PROGRAM**

**SANTA CLARA** - Foundation for Excellence (FFE) will announce its new "Adopt a Scholar" program at a fundraising concert, June 18, 2005 at the Flint Center in Cupertino, California. Over 3000 people are expected to attend.

The "Adopt a Scholar" program is FFE's most ambitious and personalized endeavor, for the support of brilliant but financially underprivileged children in India. FFE will administer and oversee the program, which allows individual donors to fund a student's education. FFE plans to focus primarily on identifying bright students entering medical or engineering studies and needing financial support to realize their education. FFE will also consider bright high school students or scholars in other disciplines with similar needs for financial support.

Venktesh Shukla, President of FFE since 1996, said: "FFE has distributed more than \$3.2 million over the past 10 years, to 7,300 students. We have been doing this by tapping high net-worth individuals, but our focus will now shift to a more community-based push, as we launch the 'Adopt-a-Scholar' program." Shukla said the program has an ambitious theme of "no scholar left behind" – its attempt to fund every underprivileged student admitted to college in India by the year 2025.

"When FFE was founded, our original goal was to make a meaningful impact in the lives of 10,000 children in India. Poonam and I draw great satisfaction from the work FFE has done with 7300 scholars thus far," said Dr. Prabhu Goel, founder and trustee of FFE. "FFE's support is intended to provide a quantum jump in the quality of life for the supported scholars. These scholars become role models in their communities and provide significant leverage through inspiring other underprivileged children to aim higher. With FFE reaching out to a broader base of donors, FFE is also aiming much higher – no scholar left behind!" said Goel, a San Francisco-based entrepreneur and angel investor.

Well known community leader and angel investor Kanwal Rekhi added: "This powerful program allows everyone in the Indo-American community to play a role in the development of India by enabling its most talented kids to achieve their full potential. For half the price of a Starbucks coffee each day, an individual can transform the life of a student and a family. I urge everyone to be generous in adopting at least one scholar per year." Rekhi is a trustee of FFE.

The average yearly cost of supporting a student is \$550 for a medical or engineering degree. Other scholarships are for lesser amounts, averaging at \$120 per year. The FFE structure and base funding allows 100% of the money given by donors to go directly to students in India.

The FFE Flint Center concert on June 18 will feature famed playback singers Udit Narayan, Shreya Ghoshal, Deepa Narayan and TV personality Prachee Shah. Tickets are \$30, \$50 and \$100: VIP tickets are available. Tickets can be purchased at [www.ticketmaster.com](http://www.ticketmaster.com), [www.flintcenter.com](http://www.flintcenter.com) or at a number of Indian grocery stores: please log on to [www.ffe.org](http://www.ffe.org) for more information.

**ABOUT FFE**

The Foundation for Excellence ([www.ffe.org](http://www.ffe.org)) is a non-profit organization incorporated in California. FFE was founded in 1994 by Poonam and Prabhu Goel as a non-religious, non-sectarian foundation. The mission of the foundation is to give scholarships to students who are very bright but extremely poor in India. The program also provides mentors to these students until they graduate from college. Once they are employed, the graduates not only improve the financial position of themselves, but their extended families and the next generation. Investment in the education of these bright students has a considerable leveraging effect and the potential to transform the society at large.

FFE has two offices, one in Santa Clara, CA and the other in Mumbai, India.