



# NORTH SOUTH FOUNDATION



## ANNUAL REVIEW 2021

EMPATHY \* EXCELLENCE \* EDUCATION



# TABLE OF CONTENTS

---

|   |    |
|---|----|
| A Word From The President.....  | 2  |
| NorthSouth Adapts In The Face Of The Pandemic.....                      | 3  |
| 2020 Contests Go Online.....  | 5  |
| Young Changemakers of NorthSouth (YCNS).....                            | 7  |
| PANACEA challenge: A New Contest Is Born.....                           | 8  |
| PANACEA Art Gallery.....  | 11 |
| Save the Saviors 2020- NorthSouth responds to COVID-19<br>Pandemic..... | 12 |
| NorthSouth Youth Leadership Supports MATHCOUNTS<br>Crash Course.....    | 14 |
| 2020 NorthSouth Finance Update.....                                     | 15 |
| NSF India Creative Learning & Leadership Initiatives: Ram Kaipa.....    | 17 |
| NSF India Update: C M Rao Managing Trustee, NSF India.....              | 18 |



# A Word From The President



When we were predicting 2020 NorthSouth activities back in March, it seemed – for a moment or two – that we really wouldn't be able to get much done. After all, most schools and college campuses were shut down, and every major sport and competition was suspended until further notice.

Would we be able to continue hosting contests, coaching classes, and funding scholarships for the underserved, in the middle of a pandemic? **The simple answer: Yes.**

In fact, we got so much done that we've never done before, in 2020. I will focus on a few: The Panacea Challenge, a leadership transition, online contests, and a Strategic Plan.

In March, it was clear to me that we needed to quickly pivot our attention from what we couldn't do – to what we could do. I proposed a Panacea Challenge – something that would allow our children to learn about COVID-19 and channel their intelligent energy into a tangible solution. Hundreds of children stepped forward and wrote essays, created art, and made videos. Prizes for the winners were given to the charity of their choice. Two winners' submissions even went, ironically, viral. Abhijay Potluri was celebrated by the recipient charity, UNICEF. And Siddharth Vikram's video was used by Massachusetts Governor Charlie Baker right before Thanksgiving:

<https://twitter.com/MassGovernor/status/133133525886816262>

We simultaneously launched spring coaching which was overwhelmingly well received. We had record numbers of children participating and coaches contributing. Between coaching classes and our Panacea Challenge, our children did not miss the opportunity to learn in the spring, even while many of their schools were struggling to offer education in a meaningful way.

Our Board worked hard to finally grant Dr. Ratnam Chitturi's wish of a break. While he continues to contribute towards various projects, he was able to finally retire from the NorthSouth presidency on July 4, after 3 incredible decades of life-changing contributions. I established a Transitional Cabinet at the time that was charged with carrying the organization into 2021. The Cabinet members have been actively building their teams. I hope you take the time to read about their powerful efforts, all of which will lay the groundwork for a successful Foundation in the decades to come.

August brought 3 weekends of online contests, which were a resounding success. We took lessons learned to heart in successfully conducting fully online regional contests in 2021.

About 50 key leaders in the organization also spent over six months building a comprehensive Strategic Plan for the Foundation. The Plan provides a blueprint for the next 10 years, and I will be rolling out some of its basic elements throughout 2021.

Our future as a Foundation is incredibly bright, and I couldn't be more proud of our participants, parents, volunteers, and leaders. It's a privilege to be a part of the leadership team.

Looking forward,

Balu Natarajan, M.D.

President

NorthSouth Foundation



# North South Foundation Adapts In The Face Of A Global Pandemic



The year 2020 started with the usual pomp and splendor, including the ball drop at Times Square and celebrations all over the world. The enthusiasm didn't last long when the World Health Organization declared the COVID-19 outbreak a Public Health Emergency of International Concern on January 30th, and a pandemic on March 11th, 2020.

By the summer of 2020, more than 10.4 million cases of COVID-19 had been reported in more than 188 countries and territories, resulting in more than 510,000 deaths; while more than 5.33 million people had recovered. The NorthSouth regional contests season was in full swing since the announcement of the contests went out in November of 2019.

When the number of COVID-19 cases were 62 in the USA on March 2nd, 2020, we formed the NorthSouth Governance team to oversee the guidelines, measures, policies, schedule changes, cancellations, parent notifications, and alternate activities to continue engaging the NorthSouth parents and students during this critical period.



# North South Foundation Adapts In The Face Of A Global Pandemic - 2



With the first set of contests planned for the weekend of March 15, we had to make the unenviable decision to suspend with no definite timeline for conducting the contests.

This did not deter the team at NorthSouth, with resilience, teamwork, and the ultimate goal of serving the community we drove many “firsts” that you will see highlighted in this Annual review conducted with creativity, ingenuity, fortitude against all odds, commitment, and grit. Some of our 2020 programs listed below highlight the “can do” attitude that makes NorthSouth volunteers leaders in their community and our student leaders successful in their ventures.



- First ever NorthSouth online regional contests
- PANACEA challenge
- Young Changemakers Device Initiative
- Save the Saviors
- Webinar Series on a broad range of topics
- Online coaching sessions

*We appreciate the partnership, collaboration, and support of our community - partners, businesses, students, parents and volunteers - that make us successful. We thank you for your support!*





The year of Covid-19 brought along challenges and opportunities for the world, and NorthSouth is no exception. When all the Regional Contests were indefinitely postponed in March 2020, no one knew when or how our young minds would get a chance to compete in the originally planned events for March and April.

By early June, it became a reality that no on-site contests could be held. But the ever-enthusiastic NorthSouth volunteer team rallied together to plan and host the contests Online to offer all registered participants an opportunity to test their knowledge and experience the joy of competing.

Thus the first-ever Online contests were announced and hosted in August 2020. All participants were required to take an honor code pledge to ensure the honesty, integrity, and confidentiality of the contests.

Key actions by the contest team that enabled a successful online contest model:

- Test environment for contestants to prepare themselves prior to the actual contests.
- Modification of the contest questions and format to enable online administration and scoring



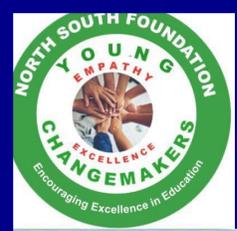


- Live technical support team of NorthSouth volunteers to answer parents' and contestants' questions or troubleshoot technical difficulties.
- Live streaming of specific contests to enable participation and viewership (eg spelling, public speaking)
- Ensure a live technical support team of NorthSouth volunteers were available to answer parents' and contestants' questions or technical difficulties.

Given the first ever NorthSouth online contests at this scale, it was not without challenges, technical glitches, or frustrations! The online contest team has documented best practices, technology enhancements needed, and areas to improve contest experience and these are being incorporated in our 2021 planning. The parents and contest participants were extremely appreciative of the opportunity to compete and enjoyed the experience.

In closing, overall, about 2000 students participated in more than 5000 Online contests across all the subjects. More than 200 volunteers contributed to the planning and execution of the first entirely online NorthSouth contests!





# Young Changemakers Of NorthSouth (YCNS)

The Young Changemakers Initiative is a collaboration with Ashoka to promote 'Empathy' in addition to 'Education & Excellence' among Indian American kids. This collaboration started as a pilot in April of 2019 and expanded significantly in 2020.

When the pandemic lockdown went into effect and online schooling was delayed, the Young Changemakers of NorthSouth reflected on the impacts of inadequate device supplies on several students in their schools. They worked together to formalize a new initiative at NorthSouth called "Devices for Underprivileged Students". Under the guidance of NorthSouth leadership and many parent volunteers, they started to reach out to underserved schools in their areas.

They received an overwhelming response to an initial survey sent to title 1 schools and blew past their own goal of raising \$25,000. By the end of the summer, they raised \$54,000 along with another \$50,000 of NorthSouth matching funds! They accomplished this by using multiple fundraising streams – phone calls, social media, corporate matching funds, and even proceeds from coaching classes. They successfully distributed 706 devices to 14 schools in 8 states across the US and made a difference for so many children!

**YCNS featured on  
Ashoka [here](#).**



7



# Panacea Challenge: *A New Contest is Born!*

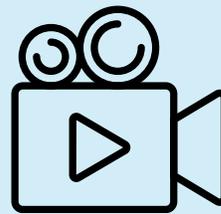


The Panacea for Pandemic Virtual Challenge in 2020 was a “public health” themed contest centered around Coronavirus COVID-19 and other similar pandemics. With Dr. Balu Natarajan and Dr. Kavya Shivashankar leading the charge as co-chairs, the NorthSouth volunteer team began formulating the rules and engaging the parents.

From the beginning, the team focused on organizing this challenge to be a creative activity for kids and families to work together on a project without any pressure of competing. Parents and children were encouraged to focus on the joy of learning and interacting with other participants rather than on the possible outcome of the contest.

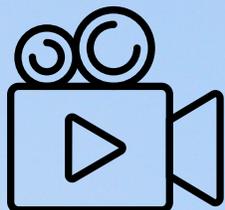
Three categories of submissions for essay, art, and video/posters were offered for students to complete in two age groups.

We received more than 300 creative submissions in art, essay, and video categories. The judging was carried out in three phases: Semi-finalists, Finalists, and Grand Champions.





# Panacea Challenge: *A New Contest is Born!*



**30 entries in Juniors and  
61 entries in Seniors**



**42 entries in Juniors and  
114 entries in Seniors**



**38 entries in Juniors and 50  
entries in Seniors**

## Judging

A very experienced and talented group of judges were provided with a rubric to evaluate the creativity, content, presentation, and overall quality of each submission. To add more fun and participation in the selection of winners, a fan-favorite poll was conducted to select from the ten semi-finalists from the art category for each age group. We had a tremendous response of over 10,000 family and friends from over 20 countries casting their votes. All semifinalists' submissions were shared in a virtual gallery by category at the following links: [Art](#), [Essay](#), [Video](#).



*The final phase of NorthSouth Panacea Challenge 2020 was completed with the announcement of winners during a virtual Award Ceremony in late June.*





# Panacea Challenge: *A New Contest is Born!*



The top three entries from each age group were awarded cash prizes of \$2500, \$1500, and \$1000.

## Champions

---

### Juniors

Grand Champion: *ABHIJAY  
POTLURI*

Second Place: *TANISHQA PANDE*

Third Place: *SIDDHARTH VIKRAM*

### Seniors

Grand Champion: *SAMHITA  
KOLTUR*

Second Place: *ARYA GANNE*

Third Place: *PARSHWA SHAH*

---



## ART - Fan-Favorites

Junior: *Tritiya Rajagopal*

Senior: *Sloka Ganne*

---



Given the enthusiasm and support of our parents and participants in the Panacea Challenge 2020, we look forward to making this a new annual contest to encourage creativity and promote empathy among our youth.

*Abhijay donated his prize money to the United Way and Samhita designated NorthSouth as their chosen charity.*





**Aarthi Sabapathy**



**Arianna sinha**



**Nishita Satish**



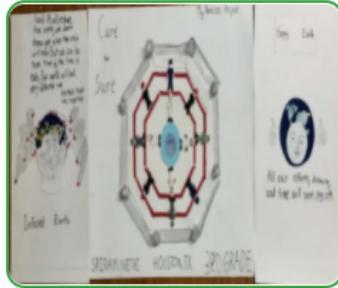
**Riya Shah**



**Saanvi Gutala**



**Sriram Nethi**



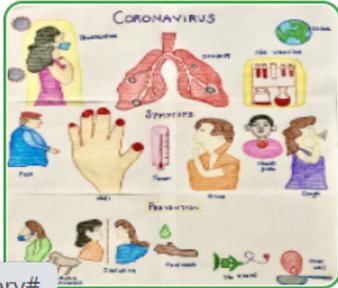
**Tanishqa Pande**



**Tatva Duggineni**



**Tritiya Rajagopal**



**Vanya Shah**

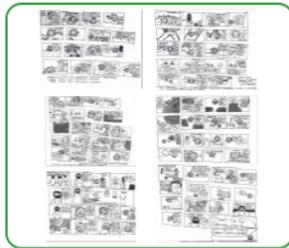


## Seniors

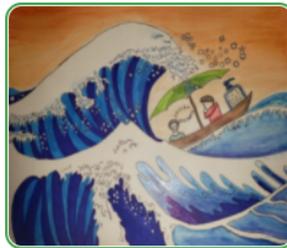
**Arya Ganne**



**Mahima Ganesan**



**Navya Ashok**



**Parshwa Shah**



**Parth Ashok**



**Reyna Kannan**



**Ria Rajasekharan**



**Samanvita Anand**



**Sloka Ganne**



**Somya Jain**



# Save the Savivors 2020

## *NorthSouth responds to COVID-19 Pandemic*



In the face of the Covid-19 global pandemic North South Foundation, with unanimous support from its Chapter Directors, launched an initiative called Save the Savivors in an effort to help our local communities.

A Steering committee was kicked off, sub-teams were formed to identify sellers, compare prices, source and distribute personal protective equipment (PPE) and contactless thermometers. The teams created awareness and drove fund raising via facebook pages, GoFundMe campaigns, telemarketing, emails and other social media engagements. This initiative raised over \$26,000 in funds, which was utilized for distribution of PPE.

The Save the Savivors team distributed over 42,000 masks and 50 Thermometers over a period of four months at hospitals, fire stations, police stations, administration offices, homeless shelters, sanitation departments and postal agencies. NSF continues to be an organization that gets involved and supports the community in multiple ways!



# Save the Saviors 2020

## *NorthSouth responds to COVID-19 Pandemic*



In the face of the Covid-19 global pandemic North South Foundation, with unanimous support from its Chapter Directors, launched an initiative called Save the Saviors in an effort to help our local communities.

A Steering committee was kicked off, sub-teams were formed to identify sellers, compare prices, source and distribute personal protective equipment (PPE) and contactless thermometers. The teams created awareness and drove fund raising via facebook pages, GoFundMe campaigns, telemarketing, emails and other social media engagements. This initiative raised over \$26,000 in funds, which was utilized for distribution of PPE.

The Save the Saviors team distributed over 42,000 masks and 50 Thermometers over a period of four months at hospitals, fire stations, police stations, administration offices, homeless shelters, sanitation departments and postal agencies. NSF continues to be an organization that gets involved and supports the community in multiple ways!



# NorthSouth Youth Leadership Supports

## MATHCOUNTS Crash Course



The North-South Youth Leadership Program conducted the MATHCOUNTS Crash Course earlier this summer giving aspiring high school students an opportunity to develop leadership qualities by coaching younger children.

About 60 student instructors were selected from a pool of 600 applicants through a rigorous selection and interview process that considered mathematical abilities as well as the ability to communicate concepts to younger children.

After receiving a tremendous response with nearly 600 students registering in just a few days after opening, 18 advanced and 12 beginner classes were conducted over a 4-week period in July.

This year, we tried out new ideas such as having an instructor and associate instructor in each class and dynamic polls to assess ideal difficulty and pace for the class, which the instructors used to adapt the content. We also used breakout rooms to conduct team-round-style contest practice and had guest lectures on select topics.

The outstanding effort and dedication of the student instructors and program team ensured that the course was conducted successfully, meeting and exceeding all objectives.

Feedback through an end-of-course survey indicates that the course was extremely well received, and we look forward to engaging even more students and student-instructors next summer.



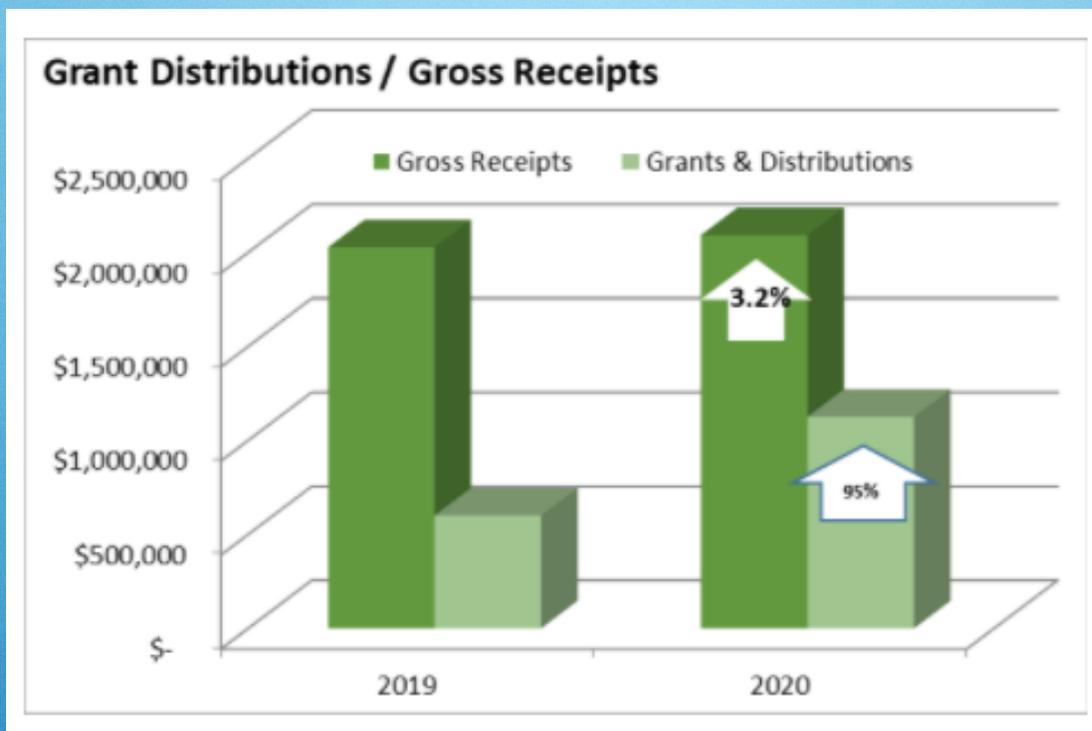
# 2020 NorthSouth Finance Update



## 2020 Finances reflect significant accomplishments and well-positioned for growth

---

- In the fiscal year 2020, our foundation continued to make significant direct contributions to student scholarships in India and the US. Highlights of Grants and Distributions include:
  - A record 2,400 India-based scholarships
  - More Indian students benefiting from NSF scholarships in the field of engineering and medicine
  - The average value of India scholarships per student higher by 60% to reflect higher education costs; and 600 Laptops to deserving underprivileged students in the US.

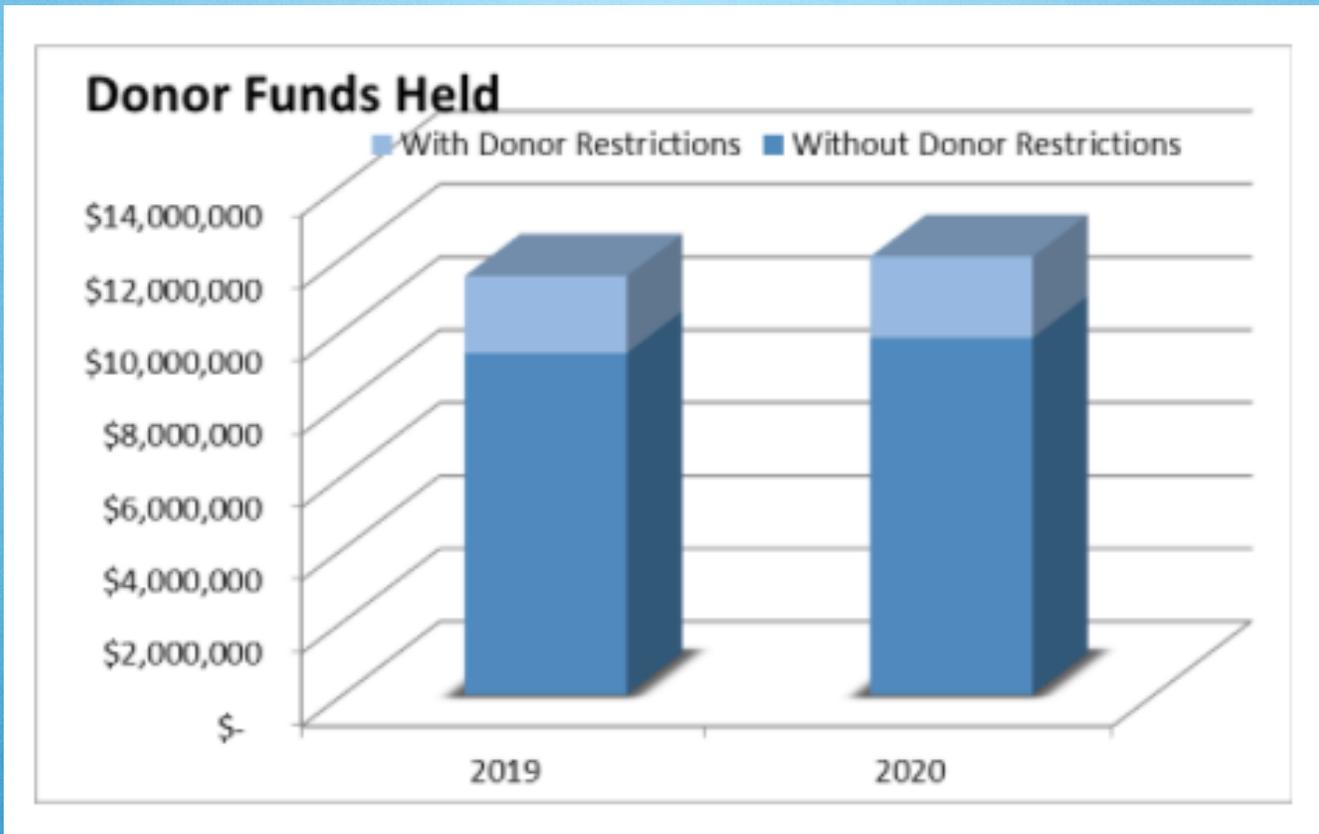


# 2020 NorthSouth Finance Update - 2



Accumulated donor funds continue to experience healthy growth in 2020 of 4.6% despite significant scholarship contributions during the year. These healthy donor funds position our Foundation to serve even more needy students in the U.S. and India. In fact, we have a goal of doubling the number of India scholarships over the next 3 to 5 years.

The North-South Foundation also has a goal, over the same time period, of \$1 Million in annual grants to support the underserved in the United States.



*Thank you for your ongoing support and commitment to NorthSouth. Without your efforts, these lofty goals would never be possible!*





# NSF India Update



## NSF India Creative Learning & Leadership Initiatives: Ram Kaipa

NSF India has established an autonomous vertical, the NSF Creative Learning & Leadership Initiatives in July 2020 headed by Ram Kaipa as its CEO. The NSF Creative Learning & Leadership Initiative will focus on providing the technology platform for students from 6th grade to 12th grade with creative assessments, contests, and practice tests for Critical thinking.

Currently, it is deployed in Jawahar Navodaya Vidyalayas (JNV) and 35,000 students are using this platform for taking assessments every week. The platform and assessments are given completely free to students in government schools.

NSF India is also in the process of extending these services to another 1000+ schools in the current academic year. We plan to reach 2 million students on this platform, by 2023.

Also noteworthy is the NSF partnerships with Janyaa Foundation ([www.janyaa.org](http://www.janyaa.org)) to enhance our offerings. Janyaa has pioneered JLIB (Janyaa Lab in a Box) which has more than 520 experiments for hands-on learning of science and mathematics.

*For questions on this new initiative contact Ram ([Ram.Kaipa@northsouth.org](mailto:Ram.Kaipa@northsouth.org)).*

*Check out the NSF India site <http://India.northsouth.org>*





# NSF India Update-2



**C M Rao Managing Trustee, NSF India**

---

North South Foundation (NSF) India continues its focuses on providing scholarships to disadvantaged students in India via the funds raised by NorthSouth USA. NSF India has given 2300+ scholarships in the Academic year 2019-20 worth Rs. 45 million.

Unfortunately, COVID-19 significantly hampered the NSF India team's efforts in the evaluation of applicants, interviews, and scholarships this year, and the activity was primarily focused on the renewal of ongoing scholarships.

The NSF India team hopes to initiate new scholarships in the coming year.

