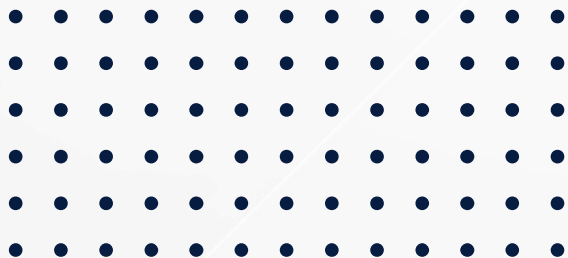




**SHOOTING STARS  
FOUNDATION**

# **SHOOTING STARS FOUNDATION**

**BUILDING STRONGER STEM COMMUNITIES**



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**2023**  
ANNUAL REPORT

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# LETTERS FROM LEADERSHIP

As I was reviewing these numbers in the Shooting Stars December 31st report - \$933,000 scholarship paid to 803 deserving scholars, 75,617 hours of STEM programming delivered to 2,300 underserved students in STEM, I reflected on the past 10 years and what it took to get here. We laser focused our efforts on equity and fair access to economic opportunity for underserved communities through college scholarships, training and mentorship in India, and executed revamped impactful STEM programs to ensure that underserved students thrive in STEM fields. Please read all about our 2023 journey in the following pages.

Nothing we've accomplished this year - or in this last decade - would have been possible without our STEM scholars, our generous donors, our strong corporate supporters, our committed employees, and Board of Directors. In the face of economic hardship, political strife, and an increasingly complicated world, our scholars continue to push forward and focus on their futures. They're the reason I couldn't be more proud to lead Shooting Stars Foundation, and why I'm so excited for the next ten years of our work together.

To all of you who continue to lift us up and propel us forward in so many ways, a single thank you is never enough. Still, we are eternally grateful for your belief in our work, and we hope you will stick with us as we continue to transform the world of STEM, one scholar at a time.



**Latha Narayannan**  
Chief Executive Officer



**Brian McCann**  
Chair of the Board  
of Directors

Shooting Stars Foundation finished another amazing year of progress in 2023. While I could not be more proud of the impact we made on over 6,000 participants in our programs to help them break the cycle of poverty through STEM careers, the need to help so many more motivates our Board to keep scaling our impact. Latha's passion and commitment is the driving force for SSF and we are building a determined staff, teams of volunteers, and recruiting former SSF scholars to support her vision and the growth that will continue. We built a lot of foundational processes and new programs in 2023, so the Business Plan for 2024 centers on our increased focus on the highest impact scholars and programs, better engagement with our donors and corporate sponsors, and the test launch of a new TechBridge program.

# Mission & Vision

We are determined to continue pushing boundaries and making an impact in our communities. Take a look at what we have been working on and what our future plans are.

## MISSION

Our mission is to empower individuals and communities to break the cycle of generational poverty through STEM education.

## VISION

We envision a future where all young people have equal access to the STEM knowledge and skills needed to achieve academic success, career success, upward mobility, and a lifetime of economic self-sufficiency for themselves, their families, and their communities.

## EDUCATE



## EMPOWER



## ENABLE





# STEM PROGRAMMING OUR IMPACT



**6,469** students reached since January 2021

**3,884** students reached in 2023

**2,300** participants from underserved or underrepresented communities in 2023

**68%** of participants were female

**30** US states served in 2023

**12** countries served in 2023

**75,617** total programming impact hours



# SCHOLAR PROGRAMMING

## OUR IMPACT



### SCHOLAR PROFILE

**49%** female

**\$886** average yearly family income

**95%** of scholars have graduated or are on track to graduate

**85%** of scholars are placed for employment or additional schooling after graduation

**803** total scholars sponsored

**105** new scholars sponsored in 2023

**\$933K** total scholarship amount paid

**\$311K** scholarship amount paid in 2023

**5,078** training hours completed by scholars in 2023





# Scholar Spotlights



## Kritika Kumari

Kritika Kumari's journey from Patna, Bihar to IIT Delhi, is a testament to her resilience and the impact of the support she received along the way. After the passing of her father, relatives stepped in to assist the family and so did Shooting Stars. SSF not only covered her educational expenses but also equipped her with essential leadership and public speaking skills giving her a competitive edge during campus placements, leading to her successful placement at Accenture Solutions. Achieving employment during a global recession is an amazing accomplishment!

### Testimonial

"Thank you to my sponsor, Sanjukta for making my education and placement possible. I will now be able to make a difference in the lives of others. I hope to one day sponsor another SSF scholar."



## Rojaswi Kotte

Meet Rojaswi, an SSF Scholar from Vuyyuru, Andhra Pradesh. Growing up with limited means, her parents' income from selling bangles barely sustained the family. Rosy's academic brilliance propelled her through school, but college fees were a challenge. That's when Shooting Stars Foundation jumped in, with the help of SSF she thrived, topped her university exams with a NEET score of 92.6%. We are so proud of her hard work and perseverance!

### Testimonial

"Usha, my donor, helped me a lot and she was always in touch to see if I was doing well. SSF gave new wings to my hopes and opened the doors to many opportunities. Thanks to SSF I am now Dr. Rojaswi!"



# From India to the US

We are so proud of our scholar graduates who have been placed in prestigious companies in India or are continuing to pursue further education. A select few have traveled all the way from India to the US to continue their studies.



## Harika Jindam

---

Harika is a 2023 graduate of Mahatma Gandhi Institute of Technology placed as a cloud engineer at Hitachi Vantara in Tamil Nadu Hyderabad now pursuing her Masters of Computer Science at Kent State University.



## Shashi Kattaverpilai

---

Shashi graduated in 2021 from Saveetha Engineering college in Chennai. He is now pursuing his Masters in Cybersecurity at the University of Central Missouri.



## Kotha Roopa

---

Kotha graduated from Sastra University in Tamil Nadu in 2022 and is now pursuing her Masters of Computer Science at Webster University in Missouri.



# SCHOLAR TRAININGS



## MILT CONFIDENCE

As a part of our scholarship program, scholars engage in MILT Confidence, a peak performance workshop that has repeatedly yielded results for SSF scholars. The program helps the students develop leadership qualities, inner confidence, self-esteem, and positive thinking. It helps the students to see live results session by session in their presentation and speaking skills. **This year 43 students participated bringing our total ever participated to 156.**

**2023 IMPACT HOURS: 688**

## COMMUNICATIONS

The Communication Skills and Placement training program is an ongoing virtual weekend program for 50 of our SSF scholars. It aims at helping the participants with building communication skills and preparing them for job placements. **This year 52 students completed 48 hours of training.**

**2023 IMPACT HOURS: 2,496**

## SALESFORCE

The Cognizant- Salesforce Virtual Internship Skilling Program is a wonderful digital upskilling opportunity for 13 of our SSF scholars and a result of a blossoming partnership with Cognizant. With an increasing demand for digital skills world over, this is a unique opportunity to level up and build their resume. Participants enjoyed 10 Instructor led sessions, mentoring sessions by industry experts and non-technical sessions to help them build their employability skills. **This year 13 students participated - each completing the 28 hours of training.**

**2023 IMPACT HOURS: 364**

## HELLO ENGLISH

Hello English is an app based training where students learn the basics of English language. The trainings consists of 475 interactive lessons and games associated with reading, writing, speaking, and listening. **This year 51 students participated bringing our total ever participated to 98.**

**2023 IMPACT HOURS: 1,530**

# SCHOLAR EVENTS

## Chennai Family Meet

SSF's Chennai Family Meet was a joyful and dynamic space for learning, interaction, and celebration with 185 scholars in attendance! Attendees enjoyed a medical and engineering career panel as well as fun and dancing. Awards for outstanding scholars and ambassadors were presented and celebrated. The collective spirit of scholars, alumni, and mentors marked this day as a true testament to the success and impact of the Shooting Stars Foundation.



## Chennai Doctors Meet

Taking place at Krishnaswamy School in Chennai, this event brought together 20 medical scholars as well as their parents and family members. Distinguished guests included Jayashree Sundaresan, SSF Board Member and Director at Freshworks. The meet not only served as a forum for sharing experiences but also underscored the importance of community, mentorship, and support within the SSF Family.



# DONOR SPOTLIGHTS



"We began volunteering with Shooting Stars when our son Amrith joined as a Youth Officer. SSF has been very transparent throughout the sponsorship process. We are able to communicate with the CEO, Latha on questions and concerns anytime. It is peace of mind for any donor to know the sponsorship funds are spent efficiently for a good cause. Witnessing our scholars graduate and find a job and see them support their families and also give back to society is such an incredible feeling."  
- Akila Nanda, Vienna, VA

"I learned about SSF from a former classmate and friend who was praising SSF for their level of transparency with donors and the ability to really build a relationship with the scholars you sponsor. I have sponsored 3-4 students now - It is rare to find an organization where you are a sponsor but can also build a relationship as a role model and advisor. Each time I go back to India I enjoy meeting with the SSF scholars."  
- Ganesh, San Ramon, CA



"We can see the impact we are making through letters, zoom calls, and through graduation and job placements. We look forward to continuing to keep in touch with our sponsees to see the long term impact. We have witnessed first hand the transformational change that the trainings SSF provides brings about in the scholars. We have enjoyed the communication with other donors as well. The 2023 event in San Jose was a great celebration of impact and sharing of vision. "  
- Mythili and Prasad, Fremont, CA

# DONOR EVENTS

We are so grateful for time spent with our donors and supporters across the US in 2023.

## SANJOSE:



In November 85 San Jose area donors, supporters, and partners gathered for an appreciation event with our board of directors. Thank you Meena, Kalyani and Prashanthi for organizing an amazing evening!

## VIENNA:



A dozen donors from Virginia gathered at the Vienna Library for an update on Shooting Stars. A big thank you to long time ambassadors Akila and Vidhya for arranging this special time for connection and discussion.

## PORTLAND:



In November we gathered Portland area donors and supporters for a Diwali celebration - over 100 attendees joined us for dinner, networking, and of course, lots of singing and dancing. Thank you to our volunteers Subha and Vijay for organizing the event and making it a big success.



# STEM PARTNERSHIPS AND PROGRAMS

In 2023, we added three new camps to our offerings - introducing underserved students across the US to bioinformatics, finance, and sustainability.

A special thanks to all youth officers, volunteers, employees, corporate partners and sponsors who helped make these new programs possible.

Shooting Stars is proud to offer a wide array of STEM programs, all hands on and project based including:

- Data science
- Entrepreneurship and business
- Website development
- App development
- Game design
- Cybersecurity
- Bioinformatics
- Financial planning
- Sustainability
- Hackathon programming
- Tech immersion programming

## PROGRAM SPOTLIGHT: BIOINFORMATICS

Hosted by Amgen in their San Francisco Area offices, we held our very first bioinformatics camp where students learned the basics of drug development and programming, mentored by professionals and supported by peers in every session. 37 high school students completed the camp with 93% of students reporting that their understanding and level of confidence with bioinformatics concepts increased significantly by participating in this camp.

“I enjoyed learning how to code in R, learning about a software engineer’s role in biotech, and learning the application of technology and systems and how important it really is to creating better treatments/finding information”  
- Iris, Participant



## US STEM PARTICIPANTS SHARE THEIR STORIES

"In the Shooting Star Foundation's Program I learned two major things, financial literacy and coding using Python. Initially I was a little nervous, considering I had never done anything coding related before and I did not really consider myself financially literate. However, all this changed during the program. My teachers were very friendly, compassionate, and well informed. Each lesson was extremely informational and well put together and it was obvious how much work the staff was putting into the program. Everyday we talked about something new that built off of the thing we learned the day before. I especially liked that the stuff we were learning about was tailored to our interest and relevant to our lives. Overall, the Shooting Star Foundation's Program for Financial Planning was an amazing experience and I greatly enjoyed it. I would recommend it many times over and hope to be invited back this upcoming summer."

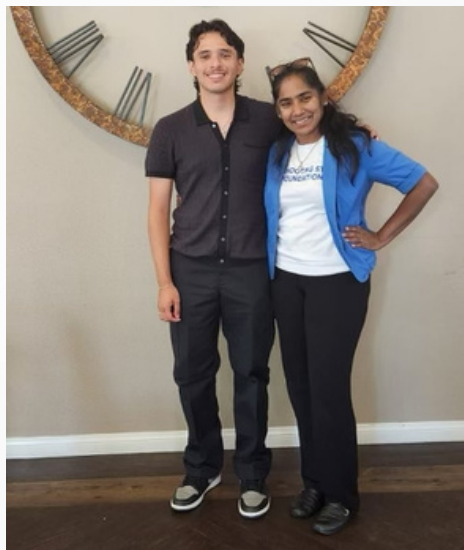
- Brianna Smith



"The 2023 Summer Tech Immersion Program was the perfect way for all of us young girls to express our spunky, intellectual, and creative sides. Personally, this program is one I will never forget because it helped me demonstrate my leadership skills and learn useful STEM applications. I enjoyed meeting new friends and connecting with like-minded girls. Overall, this immersion program was the best summer program I have ever done and I would definitely do it again!"

-Mansha Gupta

11th grader in Fremont, California



After completing multiple SSF and EAH Low Income Housing Partnership Camps, Cesar Gutierrez received our inaugural US college stipend, receiving \$1,000 on August 11th in a SSF EAH Showcase event in Turlock, CA.

Cesar commented "The 2 camps with SSF heavily influenced my decision to pursue a computer science major in college. The camps gave me a comprehensive exposure to what is possible in the tech world and where I can get to. Thank you to Shooting Stars for empowering and believing in me!"



# CONNECTING VISIONS, TRANSFORMING REALITIES

## NETSCOUT AND SSF ANNUAL PARTNERSHIP REPORT

In continued collaboration with Netscout, SSF hosted a Women in Tech Forum in August and an in person hackathon at the Allen, TX Netscout location in September.

The Women in Tech Forum held at Netscout's San Jose location brought young women together with mentors and role models across Netscout's divisions to show them what is possible when you pursue STEM as an academic and career path.

More than 65 young women attended the Allen, TX hackathon working together with the help of Netscout mentors to present judges with impressive final projects. Following the presentations, the girls explored Netscout's labs and manufacturing areas, sparking their curiosity about the dynamic world of technology. We're incredibly grateful for Netscout's dedication to nurturing the next generation of STEM leaders.





# EMPOWERING FUTURES

## IBM AND SSF PARTNERSHIP ANNUAL HIGHLIGHTS



As we wrap up 2023, we are so grateful to be in continued partnership with IBM.

On October 18th, SSF participated in IBM Z Day bringing more than 570 students from our community to learn more about the latest IBM Z and LinuxONE innovations as well as hear about the mission and impact of Shooting Stars.

Our third annual IBM Z Datathon, themed Tech For Good was held on October 21st organized by the Shooting Stars Foundation in collaboration with IBM. The hackathon utilized the IBM LinuxONE platform. We hosted in person hacking events in Bangalore, Chennai and London.



5,600

registrations from over 40 countries

600

teams

>20

IBM SMEs & IBM Z Datathon Judges

206

projects submitted





# CYBERSECURITY SYNERGY

## OPTIV AND SSF PARTNERSHIP REPORT

2023 marked the start of a fruitful partnership with Optiv. The All Girls Cybersecurity Hackathon, a collaboration between Shooting Stars Foundation and Optiv Inc, drew over 200 enthusiastic students from 8 Bengaluru colleges. The competition on October 14th and 15th involved 34 teams and 24 projects. The success of this event is in large part due to the exceptional Optiv mentors and Just-in-Time (JIT) volunteers who answered every question and provided assistance ensuring participants successfully completed their projects.

96.2%

of participants reported a dramatic increase in programming skills

92.4%

of participants were inspired to pursue a career in technology

97.4%

of participants expressed eagerness for future SSF hackathons



# KEY VOLUNTEERS

We are so grateful for all of our volunteers – here we highlight just a few of our amazing supporters.

"As a vice president at SSF, I have had the opportunity to help with several local events and national initiatives. **This years highlights include hosting a nationwide girls sustainability camp giving dozens of young women the opportunity to explore the environment as well as leading an end of year fundraising campaign that brought in \$2,300 for US STEM programming.** Looking forward to making an even bigger splash in 2024!"

– Nivetha Subramanian, 2023 Youth Vice President

"Like all parents, I was looking for some meaningful volunteering opportunities for my son and thats when I met SSF's CEO, Latha. As I started working with Latha and her team, I realized the depth of their passion for serving and educating. **Educate all to eradicate poverty is the mission statement of my family and I have always worked towards this, hence I could align completely with SSF's mission.** I have helped orchestrate multiple camps and both my kids are involved with SSF. I also had the opportunity to be a donor for SSF and continue to look forward to new opportunities with SSF. Thanks, Latha!"

– Kalpana Krishnamurthy, 2023 Volunteer Leader

"My time with SSF has been a transformational journey where I grew from a student of SSF to a coach to president thanks to SSF leaders and mentors. When I became a coach, it was amazing being able to teach kids who wanted to learn more about STEM. Seeing the curiosity in the students and coaches around me has played a crucial part in inspiring me to work harder with SSF. **It continues to be a wonderful experience to see how SSF plays a key role with underprivileged and minority students to pursue their dreams over the years. This past year I had the chance to sponsor my own student and seeing her pursue her dreams inspired me to continue to sponsor more!"**

– Sanjana Sudheer, 2023 Youth Officer President





# HONOR ROLL

We are humbled by the trust that our donors have placed with us. Our donors have changed the lives of scholars and their families forever through their generous support.

Aarti Patil  
Abhi Saxena  
Abirami Manikandan & Mani Padmanaban  
Al Alaghu Alaghu  
Aishwarya Vardhana  
Ajay Khare  
Ajay Vellayapan  
AJS Kavitha Arokiadoss  
Akhila Sankaramanchi  
Akila Nanda  
Anand Sampathkumaran  
Ananda Vardhana  
Anandhi Iyer  
Anandhi Sarathy  
Andra Patterson  
Andy Yuan  
Anita Lovkesh  
Anju Kataruka  
Ankur Jain Garg  
Annamalai Muthu  
Annu Somasundaram  
Anonymous  
Anshul Patil  
Anusha Valliappan  
Apsara Bhattarai  
Archana Ranjith  
Arun Lakshmanan  
Ashlesh Sharma  
Ashwini Kamat  
Asita Sricharan  
Atish Shah  
Avanthi Kantheti  
Avinash Sridhar  
Badri Malynur  
Balaji Ramaswamy  
Balamurugan Guruswamy  
Bhanu Ganesh  
Bharathi Krishnamurthy  
Bhaskar Uthanumalliah  
Bobby Balachandran  
Booma Murali  
Brian McCann  
Chandramouli Kashyap

Chris & Julia Gaebler  
Daniel & Jachin Thilak  
Deeksha Hanumanula  
Devi Krishnan  
Deviusha Krishnamoorthy  
Dhanda Dharumalingam & Jayanthi Subramani  
Dharani Ravichandran  
Dhaval Shah  
Dheepa Nanduri  
Divitya Prabakar  
Dolly Bhaskara  
Dr. A.R.Gayathri Devi  
Dr. Jayanta Kumar Ray  
Dr. Sembu K Kanthilal  
Ezhil Sairam  
Fathima Sajid  
Gayathri Nagabhushan  
Gheorghe Muresan  
Gidu Sriram  
Girija Mulukutla  
Gokul Gopalasamy  
Grahadurai C  
Harini Sukumaran  
Harjinder Singh  
Harsha Rodage  
Harsha Silina  
Hema Kannan  
Indira Polavarapu  
Jayanthi Alphones  
Joanna Biernacka  
Jothi Arul Prakash  
Joy Mary  
Jyothi Kapuluru  
Kaliappan Pitchaiah  
Kalpana Krishnamurthy  
Kalyani Golla  
Kannan Ramanathan  
Karnataka Bank  
Karthik Chandhramoulie  
Karthik Inbasekar  
Kavitha Somasundaram  
Kavitha Subramanian  
Ken Boyd

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Kevin Lee  
Kirana Shantha  
Kishore Chitrapu  
Kokila Vidyarthi  
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Meena Munshi  
Meena Ramanathan  
Meena Somasundaram  
Meena Vellayppan  
Meenakshisundaram Ramanathan  
Meenu Sethu  
Michael Segal  
Milind Nadkarni  
Mohamed Yoosuf  
Mona Sehgal  
Murali Veeramoney  
Muthu Chockalingam  
Nachu Mani  
Nagaraju Yekkala  
Nalini & Satish Balusa  
Nalini Chowala  
Nancy Brady  
Nandakumar Rangaswamy  
Naresh Rajaram & Prabha Jagannathan  
Neela Ramanathan  
Neil & Tracy Pinto

# HONOR ROLL

Nidhi Tuli	Shalini Prabha	Shalini Prabha
Nirat Shah	Saravanan Balaraj	Tina and Manickkam
Papi Elisa	Sasi Madhira	Uma Kannan
Pavounambigai Kanagavally	Savita Chandan	Uma Meyyappan
Poorani Jeyasekar	Selvakumaran Radhakrishnan	Umasree Sathyasekaran
Prabhu	Shailesh Kumar	Una Krishnan
Prabhuchander Murugesan	Shalini Nemani	Usha & Mosur Mohan
Prajakta Dhavali	Shalini Prabha	Usha Maddala
Prameya Kirtikar	Shankar Narasimhan	Usha Prasad
Prasad Modali	Shanthi Ganesh	Usha Sarathi
Prasanna & Naveen	Shanthi Krishnan	Usha Vijayakumar
Prasanna Lakshmi	Shiva Srinivasan & Premi	Vadivuu Nathan
Premkumar Chindapalli	Vinayagam	Vaiju Dinesh
Priya Ajgaonkar	Sireesha Chakka	Vanithambikai Muthusamy
Priya Arun	Sitalaxmi Vishwanathan	Vasantha Ganesan
Priya Balaji	Sithambaram Nachiappan	Vasugi Singaram
Priya Govindarajan	Sivagami Sundaram	Vellachi Nachiappan
Priya Srikanth	Sowmiya Parthasarathy	Venkat Ganapathy
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Ramya Vaikkam	Sudha Vajjhala	Vij & Sujatha Rajarajan
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Riyas Noushad	Sudhakara Reddy	Vinod K. Murugesan
Roopa Ramraj	Sudhindra Chillarige	Vishnu Palaniswamy
Saiprabha Sundaram	Suganya Balasubramanian &	Vivo Ignite
Sakthivel Chinnasamy	Mohanraj Aruchamy	Vlad Cojanu
Sangeetha Mani	Suganya Somu	Yugandhar Cindepalle
Sanjana Sudheer	Suman Sathyanarayan	
Sanjukta Sanjukta	Sunitha Thakkur	
Saravana Nagarajan	Suresh Chittor	
Saravanakumar Sevugapandian	Sweta Ravisankar	
Saravanan Balaraj	Ted and Bonne Gaebler	
Sasi Madhira	Thanga Rekha	
Savita Chandan	Thilak Daniel	
Selvakumaran Radhakrishnan	Tholkappian Chidambaram	
Shailesh Kumar	Thor Wallace	
Shalini Nemani	Thushara B	

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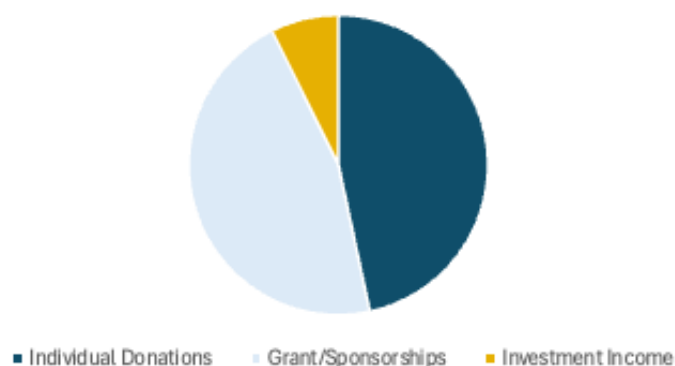


# FINANCES

The 2023 financial data for the Shooting Stars Foundation demonstrates strong support through individual donations and grants. The foundation's efficient allocation of expenses towards program initiatives highlights its commitment to maximizing impact. This financial strategy ensures that most resources benefit the programs and services directly, reinforcing the foundation's mission and goals.

2023 Income Breakdown	Individual Donations	Grants/ Sponsorships	Investment Income
2023 Income	471,950	465,697	64,504
% Allocation	47%	46%	7%

2023 Consolidated Income Breakdown



2023 Expense Breakdown	Program Expenses	Admin Expenses	Fundraising Expenses
Expenses	556,520	19,506	16,245
Ratios	94%	3%	3%

2023 Consolidated Expenses Breakdown

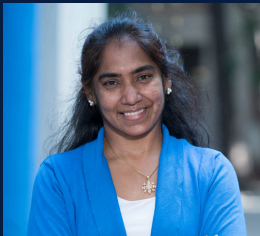


## DISCLOSURE:

The financial data disclosed above include the results of Shooting Star Foundation's operation in both the United States and India. The results are consolidated for the purpose of management reporting only. The consolidation is performed to facilitate the comprehensive analysis of the organization's overall financial position and performance. For tax reporting purposes, each operation's financials are maintained in line with the relevant local accounting standards and regulations.

# Our US Team

## Board of Directors



Latha Narayannan



Brian McCann



Kevin Lee



Chris Gaebler



Jayashree Sundaresan



Damaris Harris



Annamalai Muthu



Uma Meyyappan



Nancy Brady-Boyle

## US Staff



Mariel McCann  
Senior Program Manager



Melissa Hurtado  
STEM Program Manager



# Our India Team

## Board of Directors



Ramnath S Mani



Vasugi Singaram

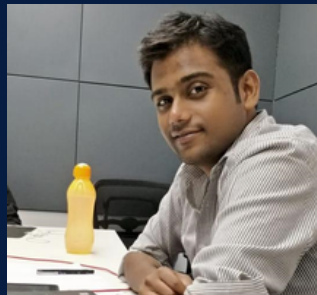


Venkatanathan  
Raghavachari

## India Staff



V Geethanjali  
Senior Manager – India  
Operations



Vaibhav Chouhan  
Director – CSR and  
Partnerships



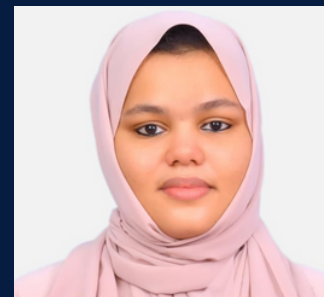
L. Sama Vaishali  
Program Manager –  
Scholars



Sanjana Mehrotra  
Program Manager – STEM  
Programming



Vaishali Nariani  
Program Manager –  
Training and Placement



Aysath Rukshana  
Digital Marketing Associate

# How to Help Expand Our Impact

## Donate

Help us keep our programs at zero cost for all participants or help fund a scholars' education.

## Host a STEM education event

Host a STEM education event at your local corporate offices.

## Become a pro mentor

Help underserved students see what is possible for them when they pursue tech as an academic and career path.

## Be an SSF Ambassador

Recommend our organization for corporate grants or sponsorship opportunities. Share our good work with your social network.

## Become a Volunteer

Support our mission by lending a helping hand in Shooting Stars - available to high school students and up!

 2197 Plumleigh Drive, Fremont, CA, 94539

 support@sstarsfoundation.org

 <https://shooting-stars-foundation.org/>

 @shootingstarsorg

 shootingstarsfoundationorg

 shooting-stars-foundation-inc

