

SARVA MANGAL FAMILY TRUST ANNUAL REPORT

20
23



SARVA MANGAL FAMILY TRUST

MSI
Charitable Trust

SHAH HAPPINESS
FOUNDATION

By Founders of M S International, Inc.



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About Us

History of M S International Inc.

Manu and Rika Shah founded MSI in 1975, in the basement of their home in Ft. Wayne, Indiana. Today, headquartered in Orange, California, MSI stands as a premier supplier of flooring, countertops, wall tiles, and hardscaping in North America. With 45+ showrooms and distribution centers throughout the U.S. and Canada, along with domestic manufacturing sites in South Carolina and Georgia, MSI offers a diverse range of products sourced globally from 37+ countries across six continents.



Manu and Rika Shah

About Sarva Mangal Family Trust

Manu and Rika Shah established Sarva Mangal Family Trust (Sarva Mangal means 'let all be happy' in Sanskrit) over 30 years ago with compassion as their driving force for philanthropy with an aim to improve and strengthen the health, education and wellness of communities and help them prepare for global jobs of the 21st century.

To advance this mission, the Sarva Mangal Family Trust has donated to and is continuing to work with various organizations and programs in health promotion and prevention, assisting victims of domestic violence, empowering seniors, entrepreneurship, technological literacy, community activism, and children's education.

Manu's vision for Sarva Mangal Family Trust is to act as a catalyst, challenge status quo, nurture passionate change-makers and support leapfrogging ideas that are scalable and sustainable. Today, all members from the Shah family are involved in social impact initiatives that are undertaken by SMFT.



The Shah Family



Our Mission and Grantmaking Philosophy

Sarva Mangal Family Trust supports causes such as **Education Technology, Healthcare and Nutrition** and **Vocational Training**. We partner with organizations to create a fundamental shift in the quality of life of individuals with leapfrogging ideas.



EDUCATION TECHNOLOGY

We provide quality education using technology to students. We support initiatives focusing on early childhood education.



HEALTHCARE AND NUTRITION

We provide access to preventive healthcare to millions of people. Our large scale initiatives include providing vision care, anemia detection to the masses among other initiatives.



VOCATIONAL TRAINING

We create jobs by providing vocational skills to young adults. Providing them with job skills at a young age gives them an ability to be self-dependent and support their own families.



Education Technology

3 Million+

Students Provided with Digital and Early Childhood Education



Healthcare and Nutrition

3 Million+

People Provided with Access to Basic Healthcare



Vocational Training

1 Million+

Students Provided with Employability Skills



Number of Charities Supported

300+



Global Impact Footprint



30 MILLION+

Lives Impacted



8 MILLION

Mid-Day Meals for Government School Students



3 MILLION+

Students Impacted by Providing Digital and Early Childhood Education



2 MILLION

Underprivileged Individuals Received Free-Of-Cost Treatment



550K

Students Impacted by Providing Quality Education Opportunities



250K

Diagnosed and Provided Vision Care



100K

Anganwadi Workers Impacted



Education Technology Select Highlights 2023

60K+ Tablets Donated | 3 Million+ Children Provided with Early Childhood Education



Sarva Mangal Family Trust has made a multi-million dollar commitment to provide early childhood education for upto **50 Million** children with [Rocket Learning](#) using a combination of artificial intelligence and existing government infrastructure in the next 5 years.

Sarva Mangal Family Trust has partnered with [Project Life](#) to transform the infrastructure of Government Schools in rural Gujarat. This initiative involves converting aged buildings into modern primary schools, uplifting primary education, and benefiting students by providing essential aid and cutting-edge technology.

SMFT's Partnership with Rocket Learning

Leverage AI in partnership with governments and catalyzing cognitive development in early childhood:

3 Million Children

100K Anganwadi Workers

SMFT's Partnership with Project Life

Empower students with state-of-the-art facilities, edutech resources, and support holistic development and growth:

15K Children

110+ Digitized Schools



Quality Education Provided to Kids in Rural Area Using Cutting-Edge AI Technology for Early Childhood Education



Sarva Mangal Family Trust Primary School, Vaghpar, Morbi

Nonprofits
in this Focus Area





Healthcare and Nutrition Select Highlights 2023

8 Million+ Meals | 3 Million+ People Provided with Access to Basic Healthcare



Sarva Mangal Family Trust's healthcare interventions include supporting [Shrimad Rajchandra Mission Dharampur](#) to build a **250-bed** multi-speciality Hospital in rural South Gujarat. This hospital has successfully treated over **2 million** patients.

Sarva Mangal Family Trust supports Bhansali Trust's Tribal Integrated Development Project, benefiting **300,000** tribal individuals by focusing on healthcare, education, income generation, de-addiction, cultural preservation, and rural technology, aiming for sustainable development and self-reliance among tribal communities.

SMFT's Partnership with SRH Dharampur

SMFT's Anemia Mitigation Project has addressed Nutritional Deficiency Anemia in:

75% Tribal Population

207K Individuals Screened and Undergoing Treatment

SMFT's Partnership with Bhansali Trust

Enhance healthcare, education, and economic conditions through community empowerment:

300K Tribal Population

403 Villages in Gujarat



Health Screening for People in Rural Areas by SRH



Vision Screening Using Autorefractor by Bhansali Trust

Nonprofits
in this Focus Area





Vocational Training Select Highlights 2023

50K+ Jobs Created | 1 Million+ People Provided with Employability Skills



Sarva Mangal Family Trust has signed a multi-million dollar commitment with [Lend A Hand India](#) to provide multi-skill vocational education and career guidance to young boys and girls as part of secondary and higher secondary school education.

Sarva Mangal Family Trust supports [American India Foundation](#)'s Market Aligned Skills Training Project, fostering employability, entrepreneurship, and sustainable socioeconomic empowerment through tailored technical and soft skills training aligned with industry demands.

SMFT's Partnership with Lend A Hand India

Integrate vocational training into education for lifelong employability skills in Grade 9-12 students:

220K High School Students

12K Schools across India

SMFT's Partnership with AIF

Empower marginalized individuals with market-aligned skills for economic self-sufficiency:

4K Marginalized Youth and Rural Women

4 Skilling Centers



Empowering the Future Leaders of Tomorrow through Vocational Training



AIF's Training and Production Centre in Rewari, Haryana

Nonprofits
in this Focus Area



AMERICAN
INDIA
FOUNDATION



PRATHAM
EDUCATION
FOUNDATION
SKILL DEVELOPMENT PROGRAM





SMFT's Contribution to Local Communities

Several Employee Engagement Activities Conducted



Sarva Mangal Family Trust conducts various employee engagement activities to contribute to local communities, these include:

- **Blood Donation Drive** to support local healthcare needs.
- **Tree Plantation Drive** to enhance environmental sustainability.
- **Clothes Donation Drive** to aid those in need.
- **Vocational Skills Workshop** for High School Students.
- **Educational Activities and Games** tailored for Specially-Abled Kids.
- **Distribute Backpacks and Stationery Supplies** to support students in Government Schools.

MSI Employees Impacting Local Communities Around the World



Visit to Akshaya Patra Kitchen



Tree Plantation Drive



Visit to Residential School for the Disabled



Blood Donation Drive



Skills on Wheels



Clothes Donation Drive



Global Initiative in Focus: Chapman University



About the Endowment:

The Shah Family has endowed a chair in Innovativeness within Chapman University's [George L. Argyros College of Business and Economics](#), with the aim of nurturing a culture of innovation and entrepreneurial thinking among students.

The endowed chair introduced a course titled 'Creativity and Innovation — Corporate Entrepreneurship,' immersing students in advanced technology within traditional sectors to equip them for success in today's dynamic business world.

Aim: To ignite innovation, education, and research at the intersection of high-tech and low-tech industries.

Key Highlights:

- Focuses on groundbreaking research in **technology's impact on traditional industries**.
- Offers transformative **internships** inspired by the Shahs' industry success.
- Hosts influential **events with industry leaders** and initiates an esteemed **annual awards program**.
- Aims to disseminate impactful findings **nationwide** to foster future innovation.
- Reflects Shah Family's profound dedication to **education, innovation, and social impact**.
- Recognized with a dedicated room, **Shah Happiness Room in Beckman Hall**, symbolizing the commitment.



Seminar at Chapman University



Group Discussion



Lecture at George L. Argyros College of Business and Economics



Global Initiative in Focus: Illumination Foundation



About the Nonprofit:

Sarva Mangal Family Trust supports [Illumination Foundation](#) in establishing two new family emergency shelters in Orange County to serve the homeless.

The Trust is committed to sustaining the shelter homes by supporting the children and families program within these shelters, which will offer comprehensive, client-centered, and trauma-informed supportive services directly to the residents.

Aim: To provide a holistic solution to the challenges faced by families experiencing homelessness.

Current Impact: Assisting **50+** Homeless Families.

Key Highlights:

- Provides immediate **shelter and support for up to eight families** at a time in each shelter.
- Assists **30-40 families annually** in securing **stable housing and employment**.
- Expands **integrated housing and healthcare services**, aiming to **reduce family homelessness** in the region.
- Supports the comprehensive **Children and Families Program by Illumination Foundation**, offering various crucial services like **case management, health screenings, counseling, educational support, and enrichment programs**, enabling families to actively participate in their healthcare and attain stability.



Family Moving into Housing



Family Moving into Housing



Annual Backpack Drive



Global Initiative in Focus: SAHARA



About the Nonprofit:

Sarva Mangal Family Trust supports [South Asian Helpline and Referral Agency \(SAHARA\)](#) in establishing the trust's second transitional housing shelter, the Shah Happiness Home, for Victims of Domestic and Elder Abuse in Southern California.

The transitional housing unit, provides a secure refuge for vulnerable individuals seeking safety and healing from traumatic experiences.

Aim: To empower and safeguard victims of domestic and elder abuse.

Current Impact: 20+ Vulnerable Individuals.

Key Highlights:

- Establishment of a **five-bedroom home** for those facing physical victimization.
- SAHARA has experienced significant growth, witnessing a **37% increase** in providing crucial services to **2,460 individuals** in the past year alone.
- Over the last 4 years, this marks a remarkable **400% surge**.
- Comprehensive services include **housing provisions, legal aid, mental health therapy, citizenship support, public benefits assistance, education, community engagement, and empowerment initiatives**, including a frequently accessed **helpline used 4,000 times**



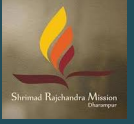
Elder Services

Sahara Volunteers

Healing Therapy for Seniors




Global Initiative in Focus: Anemia Project



About the Initiative:

Sarva Mangal Family Trust is focusing on using noninvasive technologies to detect anemia levels among mass populations and provide awareness and nutritional support to those who lack required hemoglobin levels.

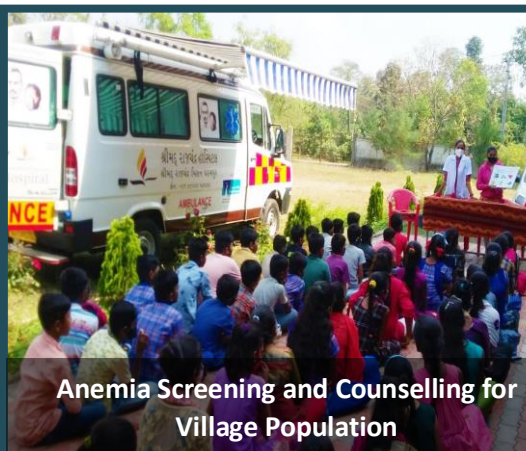
Aim: To provide anemia care to upto **5 million** people in the next **5 years**.

Organizations Involved: Masimo Corporation (For-Profit – NYSE – ), SRH (Nonprofit), Purdue (University).

Current Impact: **250,000+** People Screened and **110,000** Undergoing Treatment.

Key Highlights:

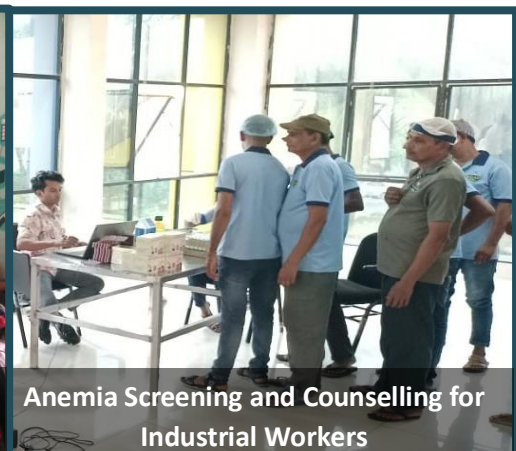
- Conducted health awareness sessions for more than **250,000** beneficiaries.
- **160+** schools have been screened for Anemia.
- Inhabitants from more than **120** villages have benefitted from this project.
- The technology has won **first prize at National Institutes of Health (NIH) Technology Accelerator Challenge** based on the anemia population data given by SRH Dharampur.



Anemia Screening and Counselling for Village Population



Anemia Awareness Session for Adolescent Girls and Boys



Anemia Screening and Counselling for Industrial Workers



Global Initiative in Focus: Vision Care



About the Initiative:

Sarva Mangal Family Trust is focusing on providing vision care to upto **20 million** people and upto **5 million** free eye glasses using autorefractor technology.

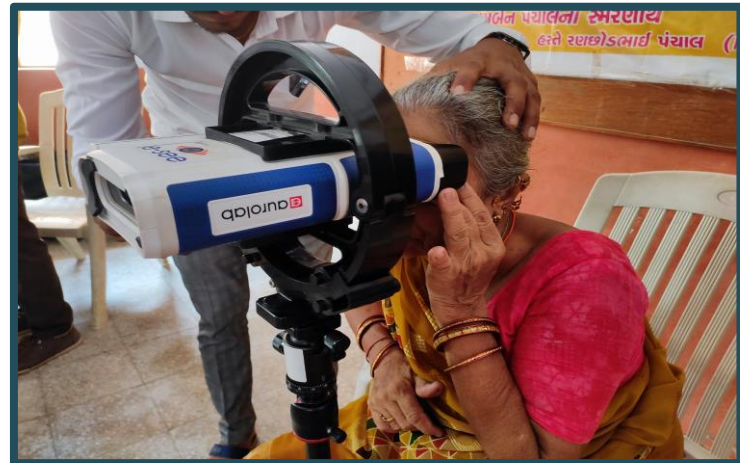
Aim: Equip SMFT's nonprofit partners with portable autorefractors to inspect upto **40 million** eyes and prescribe low-cost eyeglasses to upto **5 million** people in the poorest parts of India.

Organizations Involved: Plenoptika, Bhansali Trust (Nonprofit), SRH (Nonprofit).

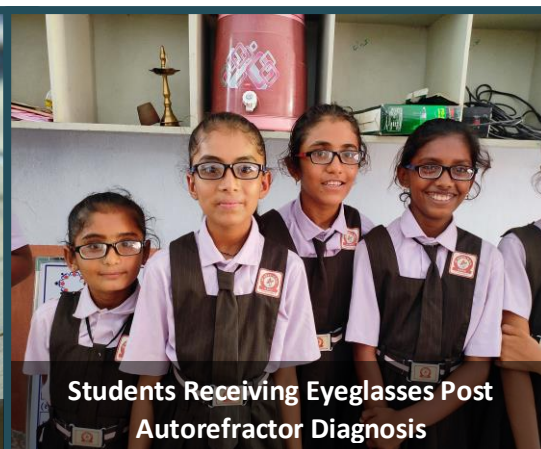
Current Impact: 250,000+ People Screened.

Key Highlights:

- Utilize portable autorefractors to efficiently diagnose vision impairments among patients.
- Requires only an hour of remote training and takes approximately 1-2 minutes to diagnose individuals.
- Facilitates the provision of affordable eyeglasses in less than 5 minutes following diagnosis.
- Over 200,000 individuals have been diagnosed using autorefractor technology, with 25% identified as needing refractive correction, highlighting the efficacy and importance of this vision screening method.



Portable Autorefractor



Students Receiving Eyeglasses Post Autorefractor Diagnosis



Elderly Women Receiving Eyeglasses Post Autorefractor Diagnosis



SMFT's Special Commitments and Evolving Efforts in 2023

**SMFT grants
Scholarships to High
School Students in
Tustin Public Schools**



**SMFT donates to Indian
Philanthropy Alliance's
Annual Youth Essay
Competition**



**SMFT donates to
Pretend City Children's
Museum for Early
Childhood Development**





SMFT's Special Commitments and Evolving Efforts in 2023

**SMFT donates to
Anaheim Health Fair
Every Year**



**SMFT supports Travis
Mills Foundation to
Help Army Veterans
and Their Families**



**SMFT donates to Home
Depot Foundation**





Awards and Recognition to SMFT in 2023



Manu and Rika Shah presented with Chapman University's Business Excellence Award.



Manu and Rika Shah's philanthropic efforts recognized by Pujya Gurudev Rakeshji (Indian Spiritual Leader, Scholar of Jainism, and Author).



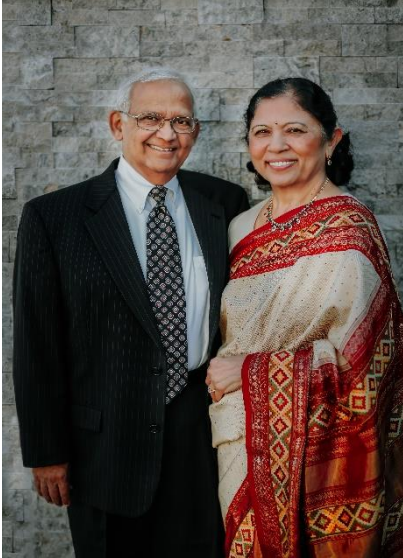
Manu Shah Received Corporate Citizen of the Year Award from the Orange County Chamber of Commerce.



Manu and Rika Shah presented with Resolution Project's Champions Circle Award for Supporting Young Leaders in Africa.



Awards and Recognition to SMFT in 2023



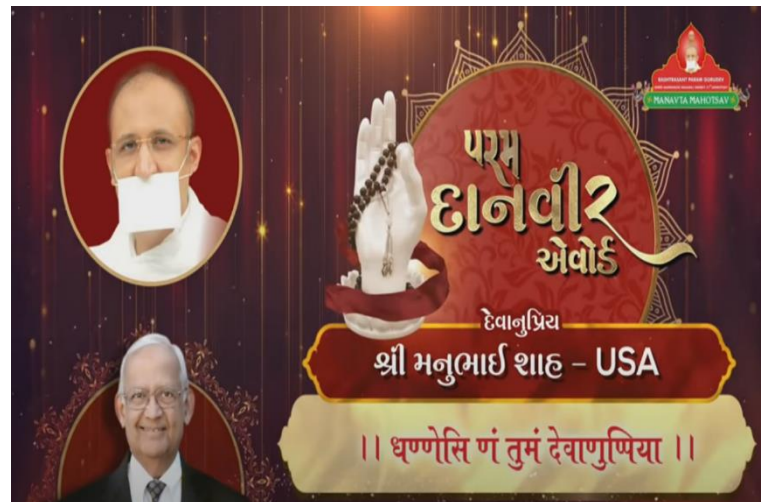
Manu and Rika Shah recognized as part of the 2021 Indiaspora Philanthropy Leaders List – 100 honorees of Indian heritage for their philanthropic contributions and engagement.



MSI Awarded the Top Company for Sustainable Growth by Association for Corporate Growth.



MSI's CEO Emeritus, Mr. Manu Shah Awarded the Jewels of India Award which was presented to Leading Indo-American Personalities for their success and contribution.

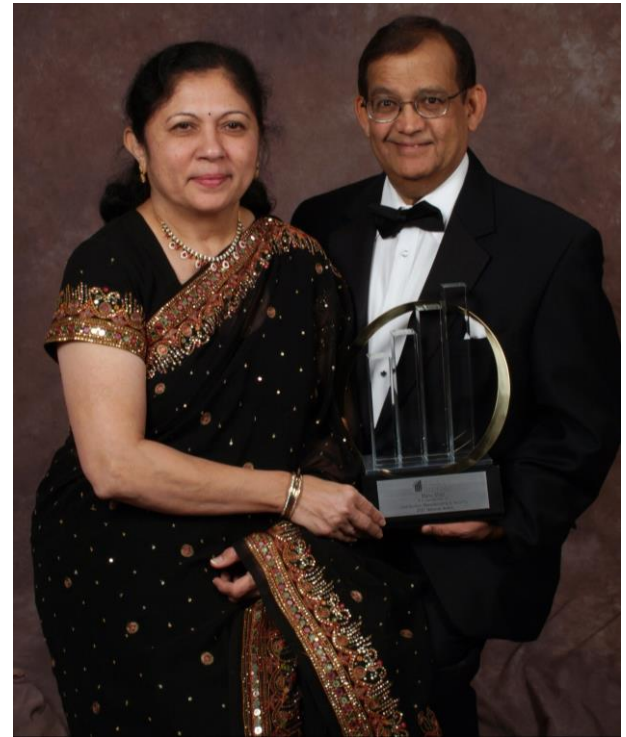


Manu Shah received the Param Danveer Award for his philanthropic work from Namramuni Maharaj (Indian Jain monk, activist and Gujarati Language writer).



Notable Awards

- **Business Excellence Award** by Chapman University.
- **Company that Cares and Top Workplace Recognition** by Orange County Business Journal.
- **Corporate Citizen of the Year Award** by the Orange Chamber of Commerce.
- **Distinguished Engineering Alumni** by Purdue University.
- **Ernst & Young Entrepreneur of the Year Award:** Recognized as the first Indian-American for outstanding business leadership, innovation, and growth.
- **Highest Civilian Award for Philanthropic Work** by Minorities Group.
- **Indiaspora Philanthropy Leaders List 2021:** Top leaders in philanthropy among 30 honorees from the USA.
- **Jewels of India Award** by Maneesh Media: Recognized among leading Indo-American personalities, celebrating outstanding contributions to society.
- **Lifetime Achievement Award** by VJTI.
- **Resolution Project’s Champions Circle Award** for Supporting Young Leaders in Africa.
- **Top 5 Fastest Growing Companies** in Orange County.
- **Top Company for Sustainable Growth** by Association for Corporate Growth.



MSI Leverages Import Connections to Aid Community

Provides Support, Funds To Health, Frontline Workers

By KARI HAMANAKA

Knowing how to source and import materials from all around the world is a good skill to have in the middle of a pandemic.

Just ask Orange-based building materials distributor M S International Inc., which used its resources to help bring masks and other medical supplies to first responders and front-line workers.

That included more than 300,000 face masks and shields worth about \$90,000 for Providence St. Joseph Hospital in Orange at the height of the pandemic. The company also worked with nonprofits to administer the vaccine.

"We leveraged our position as one of the largest importers of goods into the U.S. to import medical supplies, specifically masks, which in 2020 they were difficult to get," said MSI Vice President of HR, Chris Cooremans.

Giving continued into 2021. MSI reported cash donations within OC totaling more than \$800,000, with the company focused on initiatives where it could provide assistance with shelter, food, education and technology.

Nearly that amount was also provided via way of in-kind donations during the course of the year.

While the company helped with medical supplies and feeding first responders, it's also provided Chromebooks and iPads to more than 500



MSI partnered with Orange Senior Center to donate 100 refurbished iPads to adults 60 and older during the pandemic.

Employee involvement The company's employee matching program during the pandemic led to a major push to raise funds across the community. MSI employees reside to help get a number of students online.

"That was another instance where MSI as a company and the employees came together, with a focus on tech and education. The CEO and founder inspired the employees to come together," said Bharat Muni, portfolio manager of grantmaking at the company.

Muni works with the company's founders, Manu Shah and Rika Shah, along with Cooremans, on identifying various initiatives for MSI to get involved.



MSI's charitable team aims to improve and strengthen the health, education, and wellness of communities we live and work in, company says.

Cooremans said when MSI chooses to donate goods back to the story of the company's founders, who came to the U.S. in the 1970s from India for their education.

"Having that experience moving to the U.S. [and] education allowed Manu and Rika to become entrepreneurs and start a successful business. Creating jobs and opportunities became their life's mission," Cooremans said.

MSI is one of OC's largest private companies with over \$2 billion in annual revenue; it exports natural stones from dozens of countries to serve a customer base of thousands of retailers, distributors and fabricators that use its building materials.

Community Support Another element of giving back to the community "is substantially caring for the communities that have cared for them and supporting the communities that have supported MSI," Cooremans said.

"It's just the morally right thing to do and that runs strong through the core veins of who the organization is at its foundational level. I think

there is also this idea of not just incremental, small change, but seeking out opportunities to help with very large change and looking for opportunities to make very big impacts."

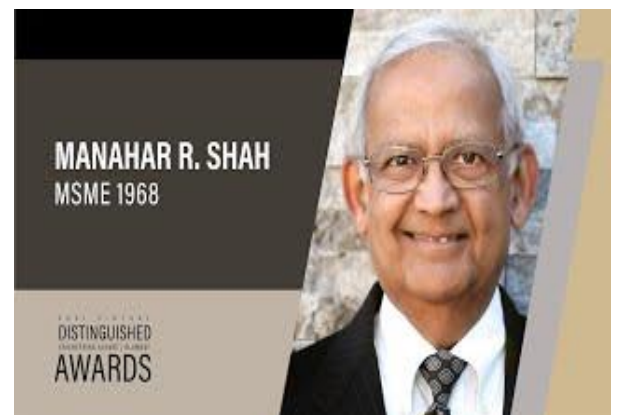
Including and encouraging employees is a part of that, and done through a number of internal programs.

MSI will match dollar for dollar any money donated by employees in a non-profit. More recently, employees who receive bonuses can elect to funnel some of that money to a charitable organization, with the company also offering a match. That idea in particular came from an MSI worker. There's also an annual toy drive. An internal instant site helps keep employees across the offices engaged and informed.

"We encourage employees to get involved and how we do that is either by offering financial support from the company, or letting friends do so on company time," Cooremans said. ■

MSI International Inc. MSI

- BUSINESS: flooring, wall, countertop distributor
- HEADQUARTERS: Orange
- FOUNDED: 1975
- CO-FOUNDERS: Manu Shah
- OCCUPANYWIDE EMPLOYEES: 5502/200
- REVENUE: \$2B+
- NOTEABLE: donated more than \$700K this year to various groups within OC





Sarva Mangal Family Trust's Partners

Nonprofits Supported by SMFT | USA



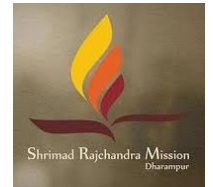
BOYS & GIRLS CLUBS OF AMERICA





Sarva Mangal Family Trust's Partners

Nonprofits Supported by SMFT | Worldwide





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