



GREATER ATLANTA
MALAYALEE ASSOCIATION

2023

STRONGER

YOUTHFUL

INCLUSIVE

GAMA 2023 - SECRETARY REPORT

Presented By: Usha Prasad



GREATER ATLANTA MALAYALEE ASSOCIATION

GAMA

Agenda



Membership



Sponsorship



**Cultural Activities
and Events**



**Sports
Tournaments**



**Community
Outreach**



**Operational
Improvements**



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Membership



- Exclusive Membership drive during Jan-March
- Membership drive yielded **315** Membership during Q1 2023
- We are currently at **487** Members





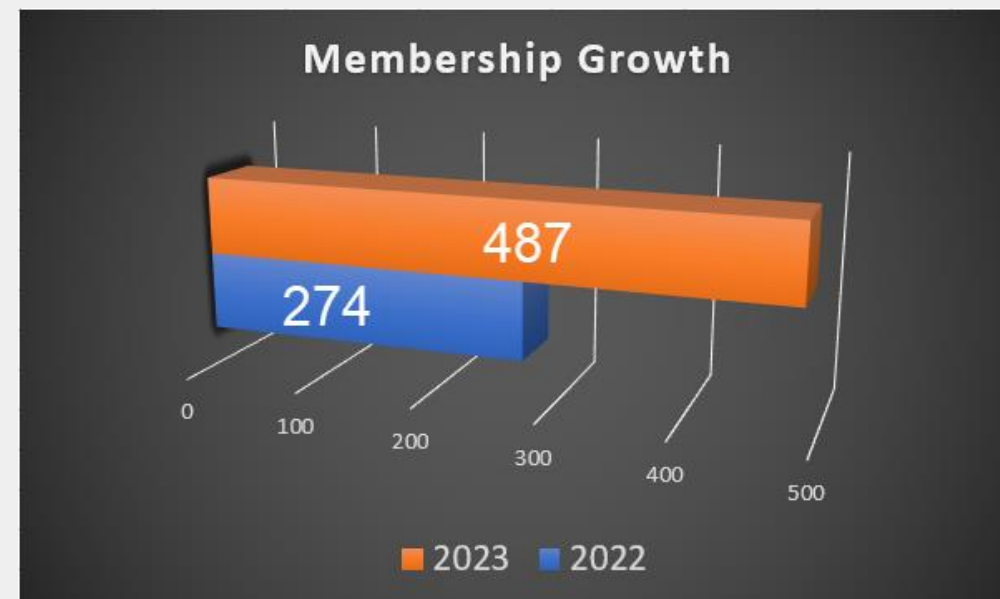
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Membership



- Achieved **76%** Annual growth in Membership from 2022
- We wish GAMA to continue the successful Membership growth in the forthcoming years





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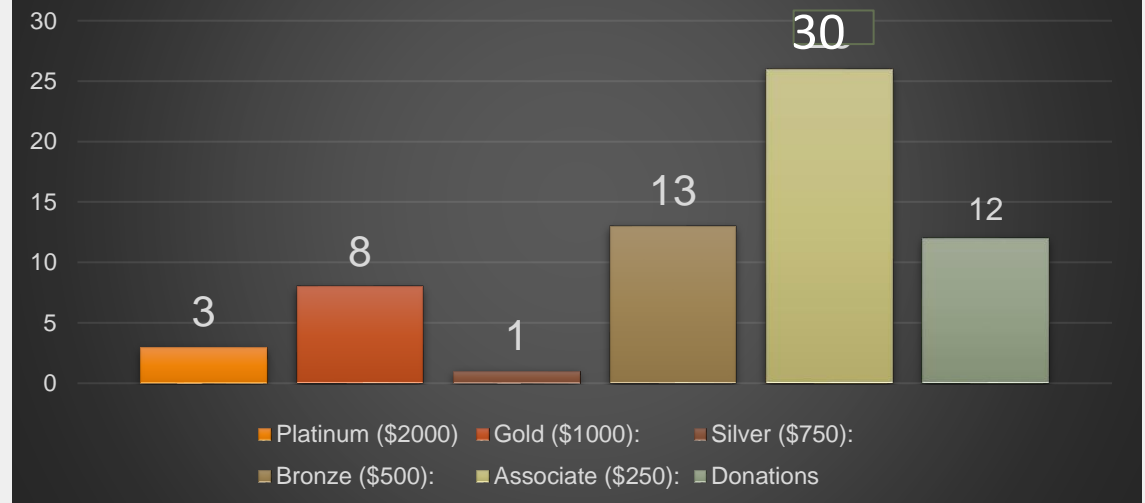
GAMA

Sponsorship



- Record smashing **\$34,052** sponsorship collected from **67** sponsors
- Total of **43** New Sponsors has been introduced to GAMA
- Achieved a **3.5 times** growth of in sponsorship amount in 2023
- All committed amount has been collected by Q2 itself
- In Nov, we received **\$4,250** sponsorship which is a direct testimony of how well GAMA has been welcomed and appreciated for our efforts

2023 Sponsorships





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Cultural Activities and Events

- Grand Inauguration on April 23rd at Grayson HS
- Chief Guest: Michelle Au
- Platinum Sponsors has been honored

Key Highlights:

Total Participants: **151**
Total Audience: **850+**
Total Programs: **19**



Dashaabdasandhya





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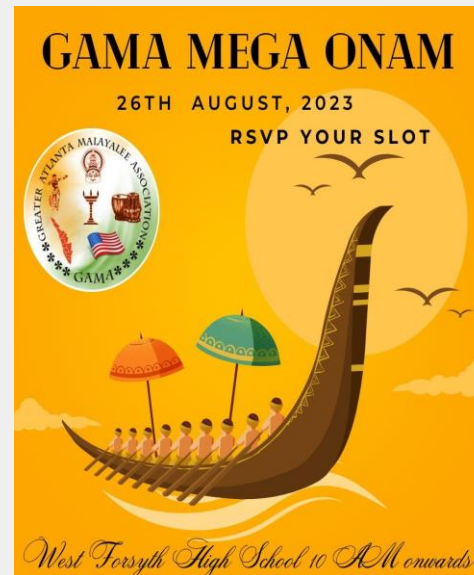
Cultural Activities and Events



- Mega Onam on Aug 26th at West Forsyth HS
- Witnessed historical Theatrical Drama “അഗ്നികുചരം”

Key Highlights:

Total Participants: **352**
Total Audience: **2200+**
Total Programs: **27**





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Cultural Activities and Events

- Grand Finale on Dec 09th at West Forsyth HS
- Witnessed family Entertainer “**വെള്ളരിച്ചിറകുകൾ**”
- Platinum Sponsors has been honored

Key Highlights:

Total Participants: **176**

Total RSVP: **952**

Total Programs: **16**





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Cultural Activities and Events

Key Highlights:

- Mommy Kids Zumba
- Malayalam Class
- Karshasree Award
- Picnic
- Bangra dance workshop
- Journey to the top
- Total wellness & Health





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Sports Tournaments



- 28 Card Game Tournament
- 56 Card Game Tournament
- Rummy Card Game Tournament
- Badminton
- Cricket
- Pickleball
- Basketball
- Volleyball
- Soccer

Successfully involved **600+** attendees/Participants through these programs, ensuring active engagement of a diverse set, including both men and women, adults, and youth. This effectively conveys and imparts GAMA passing the values to the next generation.





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Community Outreach



- **Hands on Volunteering** (Food Drive for Clarkston Refugee Community)
- **Talent Hunt** (Creating a Database with all GAMA talents and providing them an opportunity to perform)
- **GAMA Adopt-A-Road Program** – successfully completed remaining 4 Quarters (total 8 quarters) and officially adopted Bagley drive
- **GAMA Adopt-A-Road Board** has been established
- **Electronic Recycle Drive** for Forsyth County
- **Representing GAMA** in other Associations (GaTES, IACA) and Indian Consulate





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Operational Improvements



- **GAMA Event Calendar:** Bringing in Transparency and clarity on program dates and events
- **GAMA WhatsApp Community:** Connecting people via New Social Media platforms
- **GAMA Insta page:** Stretching beyond Facebook
- **Signup Genius:** All events Under same Umbrella
- **QR code :** Enabling QR Code Check in programs for hassle free check ins
- **RSVP Driven Programs:** Enabling Lean Process
- **GAMA Website Facelift:** Revamping GAMA website
- **GAMA Storage Inventory Consolidation:** Improved Inventory Management using Boxes
- **US and Indian Nation Flags for GAMA Inventory**



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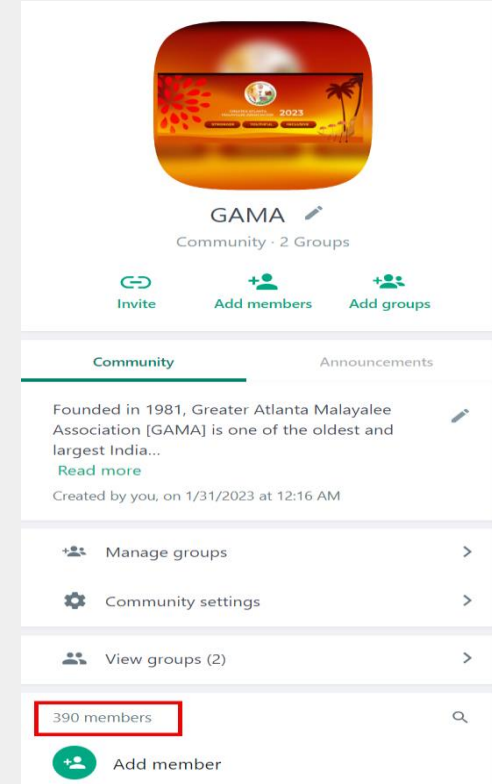
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GAMA 2023 Event Calendar

| Month | Events |
|------------------|---|
| January | 08 Women's Forum - Zumba Dance with Mom & Kids 21 Malayalam Academy |
| February | 11 Sports - Cards 28 23 Sports - Cards 56 |
| March | 04 Charity - Adopt A Road 11 Sports - Badminton 25 Charity - Refugee Camp |
| April | 01 Sports - Cricket 23 Cultural Inauguration 30 Karshakasree |
| May | 06 Women's Forum 13 Picnic 21 Charity - Adopt A Road |
| June | 10 Sports - Basketball 17 Dance Workshop |
| July | 08 Sports - Basketball 15 Sports - Cards Rummy |
| August | 05 Pickle Ball 13 Charity - Adopt A Road 26 ONAM |
| September | 16 Sports - Volleyball 30 Sports - Soccer |
| October | 07 Volleyball 21 Soccer 29 Women's Forum - Health & Wellness |
| November | 05 Adopt A Road 11 Kerala Day 18 Electronic Recycling |
| December | 09 Christmas |

SignUps

| Event Title | Created | Status | Actions |
|--|------------|--------|---------|
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - Electronic Recycling... | 11/14/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - Journey To The Top ... | 10/28/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 Sports - Soccer: Team... | 10/17/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 Sports - Indoor: Table... | 10/02/2023 | ✓ | 👤 ⚙️ 🗑️ |
| GAMA Family GAMA ONAM - Athirappillykottayam... | 09/05/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 Sports - Outdoor: Pick... | 08/02/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 Sports - Chess: Chess M... | 07/15/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 Sports - Basketball: Cu... | 07/04/2023 | ✓ | 👤 ⚙️ 🗑️ |
| GAMA Family The GAMA Talent Network | 07/01/2023 | ✓ | 👤 ⚙️ 🗑️ |
| GAMA Family GAMA Cultural Program: Dance Ar... | 06/20/2023 | ✓ | 👤 ⚙️ 🗑️ |
| GAMA Family Bharata Dance Workshop: Sri Brij... | 06/17/2023 | ✓ | 👤 ⚙️ 🗑️ |
| GAMA Family Bhiksha Sri Karshakasree Award... | 06/16/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - Adopt A Road - G2 ... | 05/16/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - Adopt A Road | 04/23/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - Transportation | 03/27/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - Haha Tennis: Ball G... | 03/23/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - GAMA Power: Dance Ar... | 03/03/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 - Entertainment: Bookin... | 02/27/2023 | ✓ | 👤 ⚙️ 🗑️ |
| Organized by Greater Atlanta Malayalee Association GAMA 2023 Sports - Chess: Chess M... | 02/22/2023 | ✓ | 👤 ⚙️ 🗑️ |
| GAMA Family GAMA Family: Get Together | 02/14/2023 | ✓ | 👤 ⚙️ 🗑️ |



- Bringing in transparency and clarity on program dates and events
- All events under the same umbrella
- Connecting people via New Social Media platforms



GREATER ATLANTA MALAYALEE ASSOCIATION 2023

OUR TEAM!

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BINU KASIM
PRESIDENT



SRIDEVI RANJIT
VICE PRESIDENT



USHA PRASAD
SECRETARY



AJITH CHANDRAN
JOINT SECRETARY



JAYAMON NEDUMPURATH
TREASURER



JOHN MATHAI
FOOD & CHARITY
COMMITTEE CHAIRMAN



NAFAS SAIT
FOOD & CHARITY
COMMITTEE DIRECTOR



ANEESH NAIR
CULTURAL CHAIRMAN



SUBI THOMAS
CULTURAL
CO-CHAIRMAN



NOORA PADINHARAYIL
CULTURAL CHAIRMAN



DIVYA AMARAYIL
WOMENS & YOUTH
AFFAIRS CHAIRPERSON



SHABIR JABBAR
IT DIRECTOR



SINU PAUL
SPORTS DIRECTOR

മലയാളി അസോസിയേഷൻ
എക്സിക്യൂട്ടീവ് ടീം



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13 Dedicated Members — One Strong Team — EC 2023



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General body: Amendment & Resolutions

Resolutions

1. National level Organizations leadership positions vacancy should be disclosed publicly before the GAMA's approval
2. Leveraging GAMA social media platform to support the sponsors

Amendment

Include a new position titled Joint Treasurer in the GAMA Executive Board



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Thank you !