

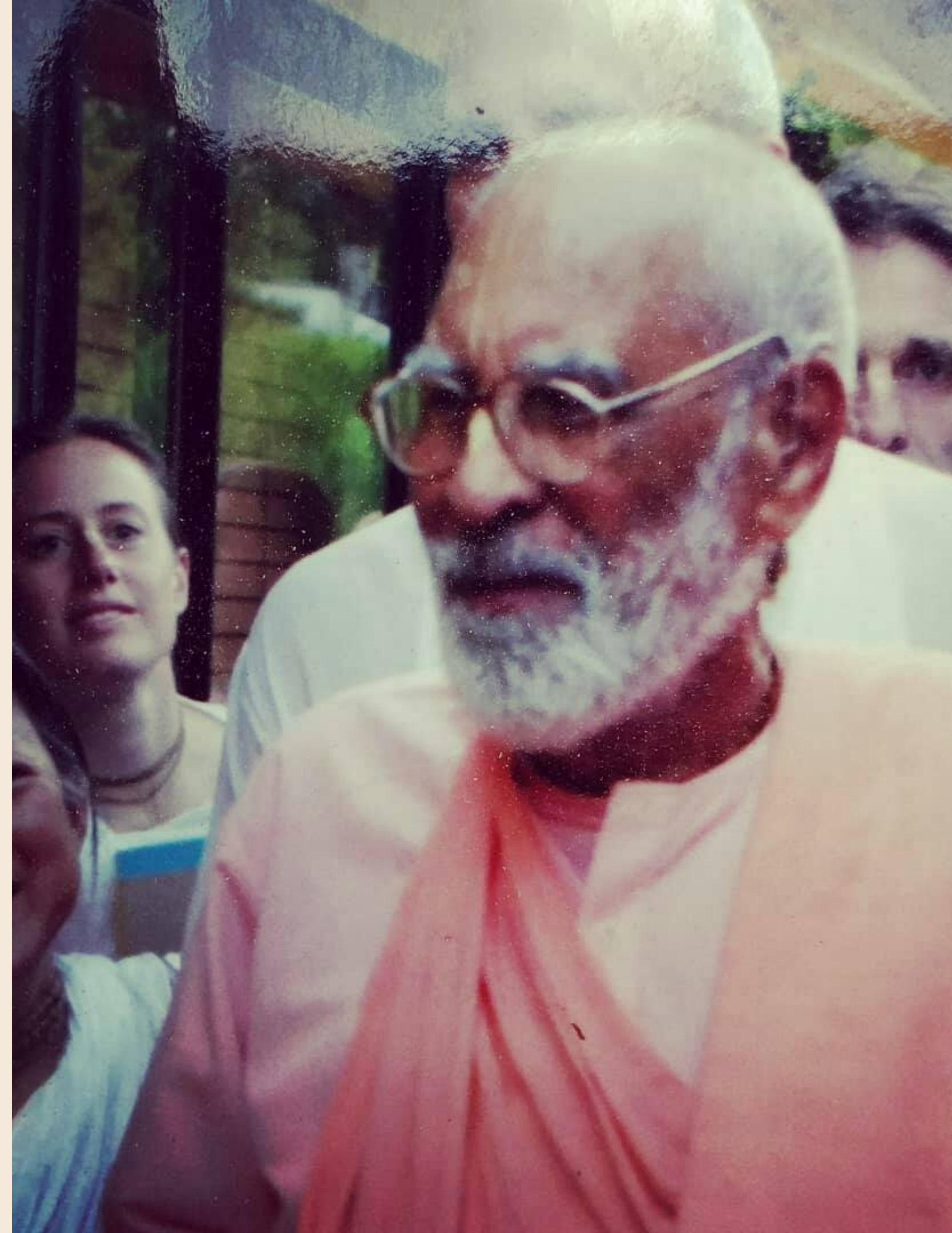
A serene sunset scene with a palm tree and a feather logo. The sun is low on the horizon, casting a warm glow over a landscape of trees and a body of water. A white feather logo is positioned to the right of the main text.

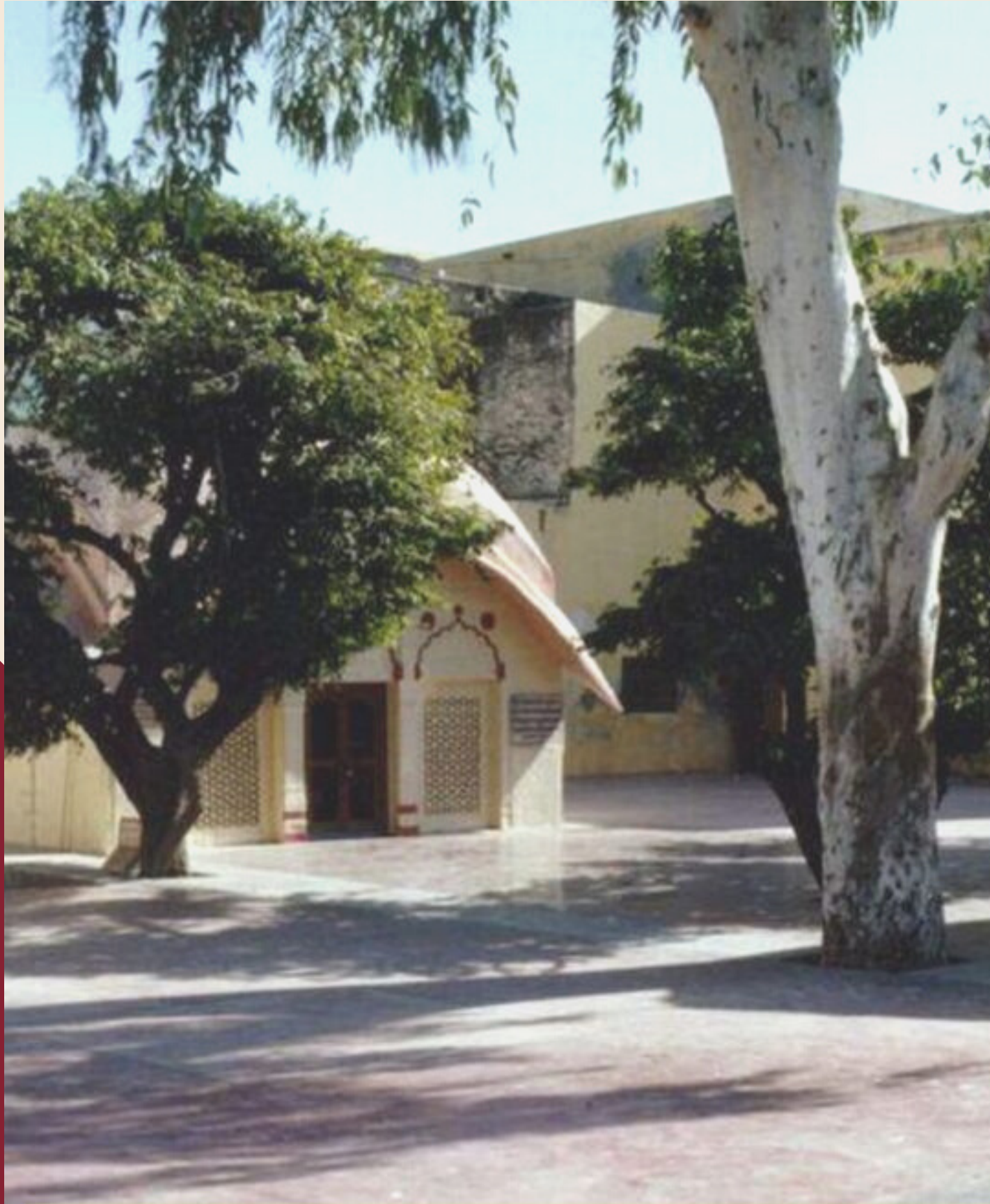
RUPA SANATANA
GAUDIYA FOUNDATION, INC.



Vision & Goals | 2023

rupasanatana.org





CONTENTS

1. Our Team: directors, advisors, and volunteers
2. Our Vision & Mission
 - a. Services
 - b. Events
3. Our Story
4. New Projects in 2023
5. Funding
6. Ashram Vision

“

WORDS TO REFLECT ON

One who comes to others with love has nothing to take, but everything to give.

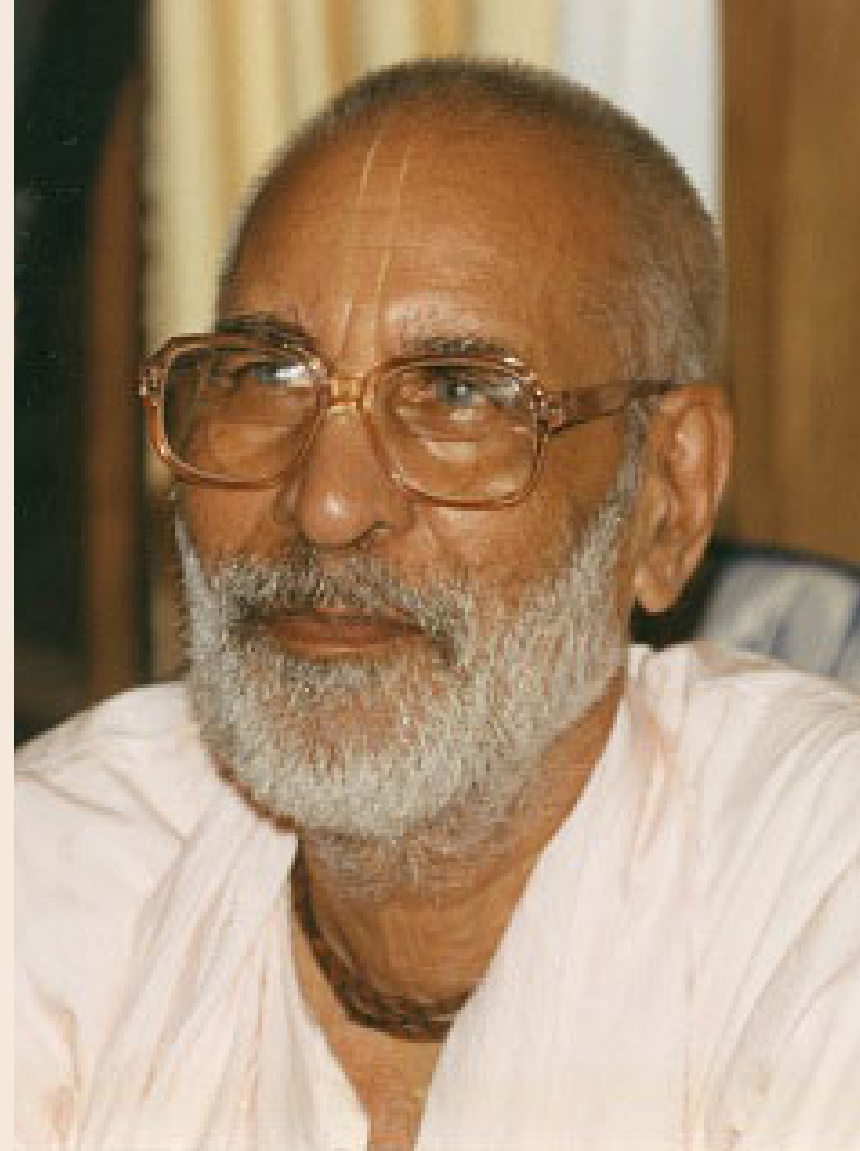
Srila Bhaktivedanta Narayana Gosvami Maharaja



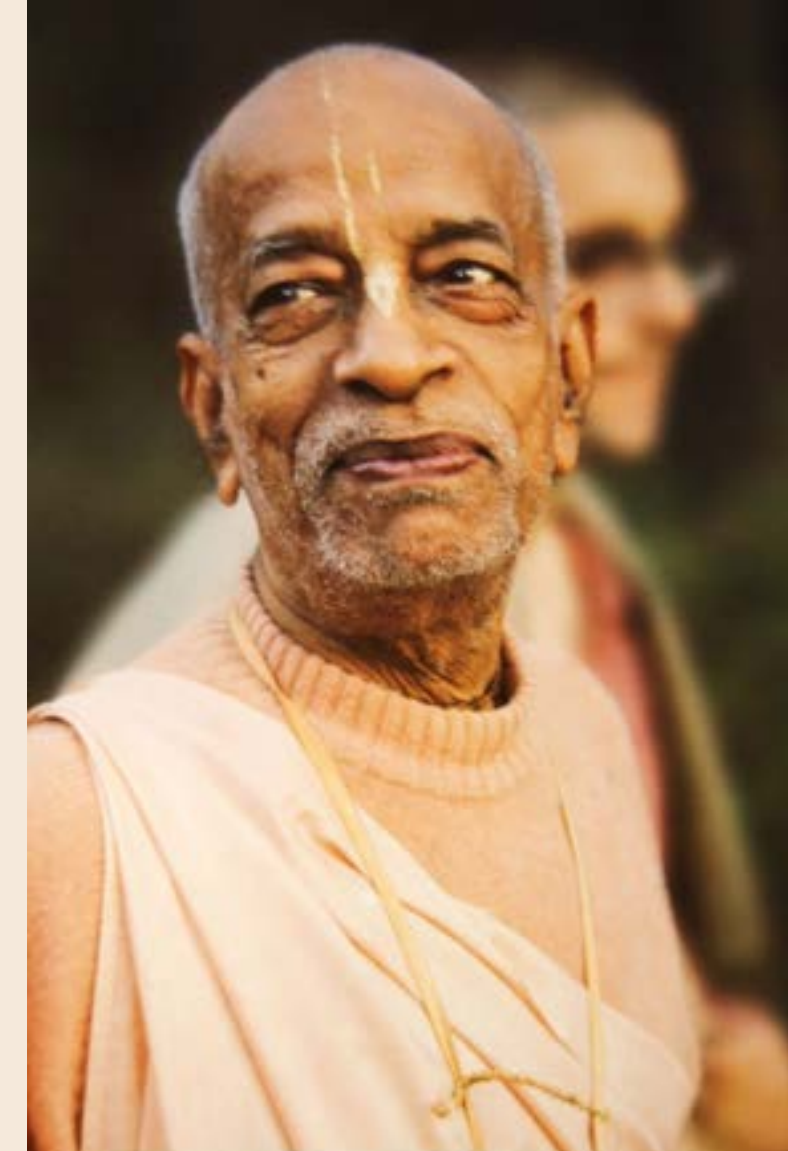
Inspiration & Blessings



Srila Bhakti Vijnana Bharati
Gosvami Maharaja



Srila Bhaktivedanta Narayana
Gosvami Maharaja



Srila A.C. Bhaktivedanta
Swami Prabhupada

Board of Directors



Manjari Dasi

PRESIDENT

Speaker, kirtan singer, artist, and a dedicated brahmacharini and community leader.



Radhika Ahuja

DIRECTOR

Teacher of Philosophy, Religion, and Ethics at a Hindu faith public school in England; creative writer, seeker, and inspirational speaker.



Gaurangi Silvers

TREASURER

VP of Finance & Accounting at an engineering company; a visionary with a gift for building bridges among communities.



Rupamanjari Datta

DIRECTOR

An experienced researcher, writer, poet, teacher, grant manager, and executive recruiter with a background in physics and journalism.



Yasoda Monsalve

SECRETARY

Marketing and Sales expert with 15 years of experience in B2B sales in the technology industry; a community leader and advocate of Vedic arts.

Advisors



Vrindavan Vilasini dasi

Disciple of Srila A.C. Bhaktivedanta Swami Prabhupada; teacher, mentor, and spiritual leader.



Syamarani dasi

Disciple of Srila A.C. Bhaktivedanta Swami Prabhupada; teacher, mentor, master artist, and spiritual leader.



Vidhi Bhakti dasi

Disciple of Srila A.C. Bhaktivedanta Swami Prabhupada; part-time resident of Vrindavan, India, dedicated to community service for children and volunteer work.



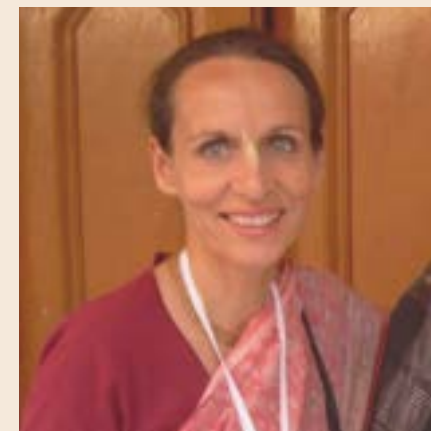
Swati dasi

Disciple of Srila A.C. Bhaktivedanta Swami Prabhupada; entrepreneur, teacher, mentor, and sevika of Sri Sri Kishori-Ramana jiu and Gauranga Mahaprabhu.



Vasanti dasi

Disciple of Srila Bhaktivedanta Narayana Gosvami Maharaja; brahmacarini, activist, teacher, and community leader.



Niscintya dasi

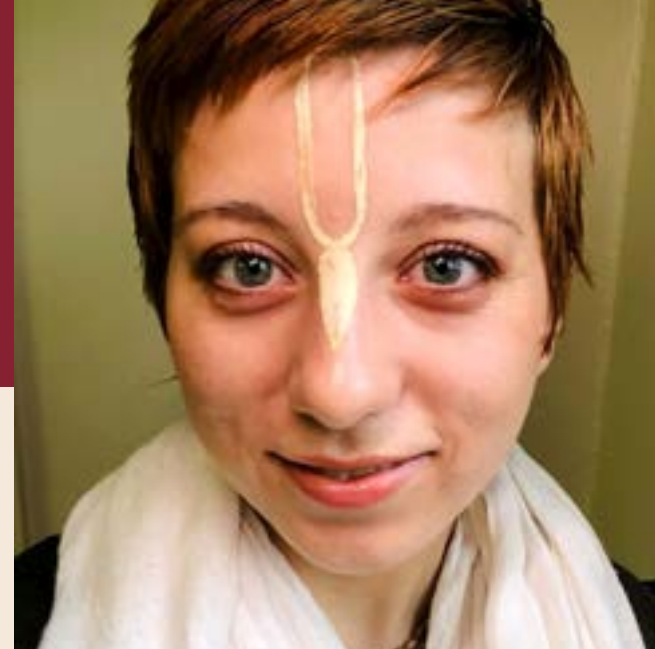
Disciple of Srila A.C. Bhaktivedanta Swami Prabhupada; mother, grandmother, artist, teacher, and mentor.

Volunteers



Ragalata & Anupam
Martinez-Menchaca

Design, web development



Jamuna dasi Vlahos

Administrative assistant,
Event coordinator, Designer



Anuradha Pandey

Regional outreach coordinator



Yugala Kishora-Kishori

Social media manager,
Event coordinator

Our Vision

We aspire to help our community members build intentional relationships, learn from wise and kind mentors in bhakti, and share and develop their special seva.

This endeavor is dedicated to carrying forward the legacy of Srila Gurudeva, Bhaktivedanta Narayana Gosvami Maharaja, and fulfilling his vision for promoting harmony, love, and affection amongst the global Vaisnava community.

Our Mission

Sri Rupa Sanatana Gaudiya Foundation, Inc. is formed to educate people in the method of bhakti-yoga as taught by Sri Chaitanya Mahaprabhu, inspiring transcendental spiritual values in society in order to relieve the suffering of humanity and bring greater harmony to the world.

Following in the footsteps of the Vaisnava saints, headed by Sri Rupa and Sri Sanatana Gosvamis, our mission is:

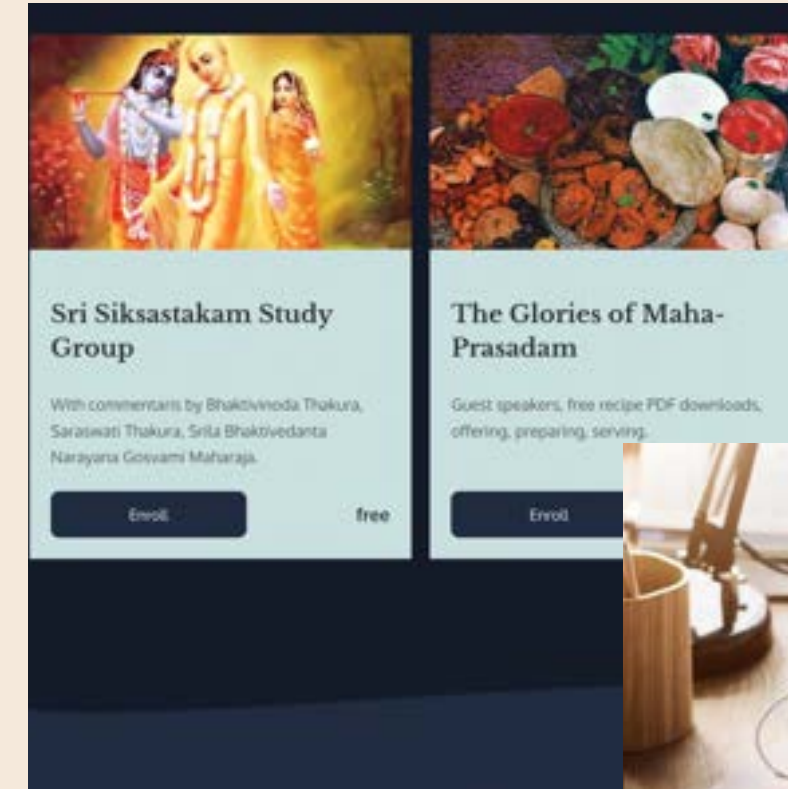
Publishing



Thakurani Arts

To create new artwork for the books of Srila Bhaktivedanta Narayana Gosvami Maharaja, and to produce other relevant media, music, and art promoting bhakti-yoga.

Education



Rupa Sanatana Academy

To provide an online school, offering a selection of introductory and intermediate courses, taught by distinguished Vaisnava teachers and scholars.

Ashram



Supporting Women & Girls

To serve, train, and mentor women in bhakti by establishing an ashram retreat and study center in the USA and by developing resources and relevant programs.

Events



Nama-Hatta Programs

To nourish the spiritual lives of families and community members by bringing people together through home gatherings, discussion, devotional service, and kirtan chanting of the Holy Names.

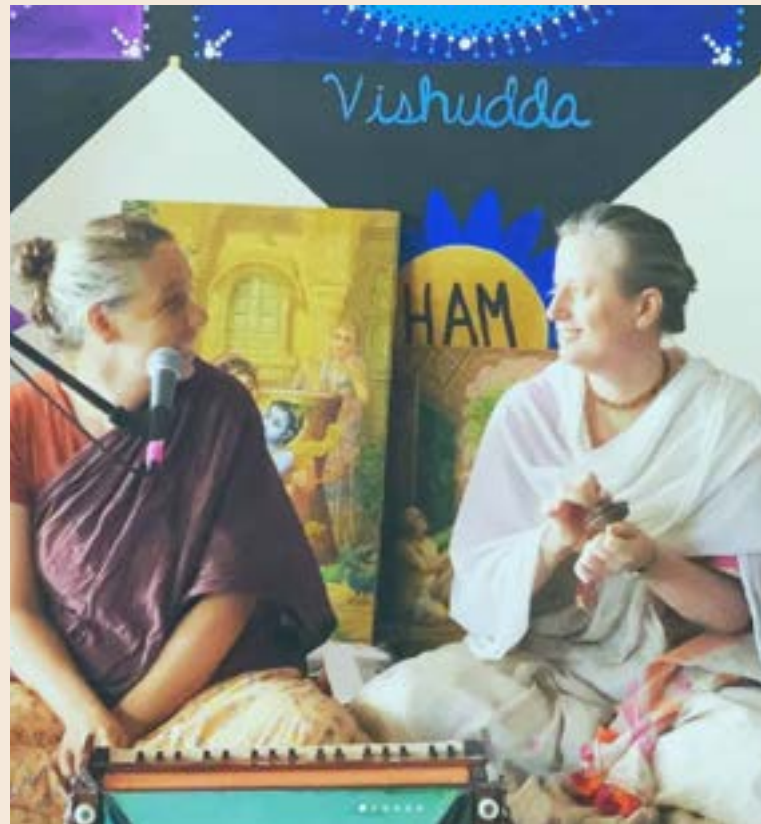
Events



Outreach

To collaborate with other local community groups for the benefit of the public through online and in-person outreach events, classes, workshops, exhibits, and performances, presenting the philosophy, practice, culture, and art of bhakti-yoga.

Event Highlights



Nama-Hatta Tours

Annual home programs and outreach events with Vasanti and Manjari.



Bhakti SoulRise Festival

Annual kirtan and bhakti-yoga immersion festival in New Jersey with Manjari, Anuradha, and Vasanti.



Sadhana Retreat

Annual sadhana retreat for women set in the heart of the beautiful Pacific Northwest.

How We Started

Rupa Sanatana Gaudiya Foundation has its roots in Sri Vrindavan dham, starting with Srila Bhaktivedanta Narayana Gosvami Maharaja's vision and instructions to establish a women's ashram. After more than two decades of evolution, it's time to grow and flourish!

2001

Srila Gurudeva instructed Manjari dasi to serve as the manager of a women's ashram with Syamarani didi in Vrindavan, and later Govardhan, which she dedicated herself to for 8 years.

2009

Srila Gurudeva instructed Manjari to make a plan for outreach and an ashram in the West. With his guidance and blessings she developed this plan.

2015

Manjari established an ashram in Jagannatha Puri, continuing programs, painting, and assisting Syamarani didi with other publications and art.

Where We Are

2018

After various endeavors in India and the USA, an opportunity and generous funding finally aligned to facilitate a temporary base in Syracuse, New York.

2021

We began developing our team, foundational documents, vision, programs, and strategies. We developed and launched new online programs, classes, and workshops.

2022

In March 2022, we incorporated our nonprofit, continued developing our team, community relationships, and programs. In November, we launched our website and began fundraising.

Why it's Time to Grow



Opportunity

We have built momentum and a strong team over the past few years. Establishing our nonprofit status and financial management system, along with finally having a stable base from which to operate, offers a chance to thrive and grow.

Teamwork = Dreamwork

Fulfilling our vision and mission requires teamwork and wise financial planning.

This kind of advancement means that instead of offering **1** painting every ten years, we can offer **10** paintings every year!

It means that instead of offering a few events per year, we can offer spiritual nourishment and support to women and other community members every single day.

And so much more.

Upcoming Seva in 2023



Events

- Nama-Hatta tour with Vasanti and Manjari
- Bhakti SoulRise Festival in New Jersey
- Sadhana retreat in the Pacific Northwest



Bhakti classes & workshops

Launch our online school and first courses: Sri Siksastakam; Jaiva Dharma; Mentorship training course; Confidence workshops; Virtual Japa Walk with the Saints, and more.



Art & publishing

- Sri Ujjvala Nilamani painting & design
- Sri Vilap Kusumanjali painting release
- Bhakti Moments podcast with Swati dasi
- Poetry Vibrations podcast with Manjari & Friends
- Rasa: A Self-Discovery Art Journal
- New kirtan recording release

Rupa Sanatana Academy

ONLINE SCHOOL &
MOBILE APP

Rupa Sanatana Academy provides a selection of introductory and intermediate courses taught by distinguished Vaisnava teachers and scholars.

The aim of the project is to expand access to educational bhakti-yoga materials for all who wish to learn, and to promote connections between people around the world through a nonsectarian online spiritual community.



Program Features

FREE & PAID COURSES

A foundation of bhakti courses and a selection of specialized courses or workshops. Format: Live synchronous classes; some asynchronous recorded classes.

- Sastra studies
- Sadhana series
- Kirtan, bhajan culture
- Gaudiya History
- Living Bhakti workshops
- Community development
- Mentorship & training
- Harmony / developing relationships in bhakti

PAID & ACCREDITED COURSES

- Classical Indian music
- Languages (Hindi, Bengali, Sanskrit)

MEMBERSHIPS

Paid annually or monthly, membership grants access to VIP live events, the complete library of free courses, plus some select paid courses and workshops.

VISNUPRIYA VIRTUAL VILLAGE

An online community within the Academy, dedicated to training and mentoring women. Featuring special seminars.

ONLINE EDUCATION

GLOBAL CONNECTIVITY

\$3,000

PER YEAR FOR THE WEBSITE

\$2,040

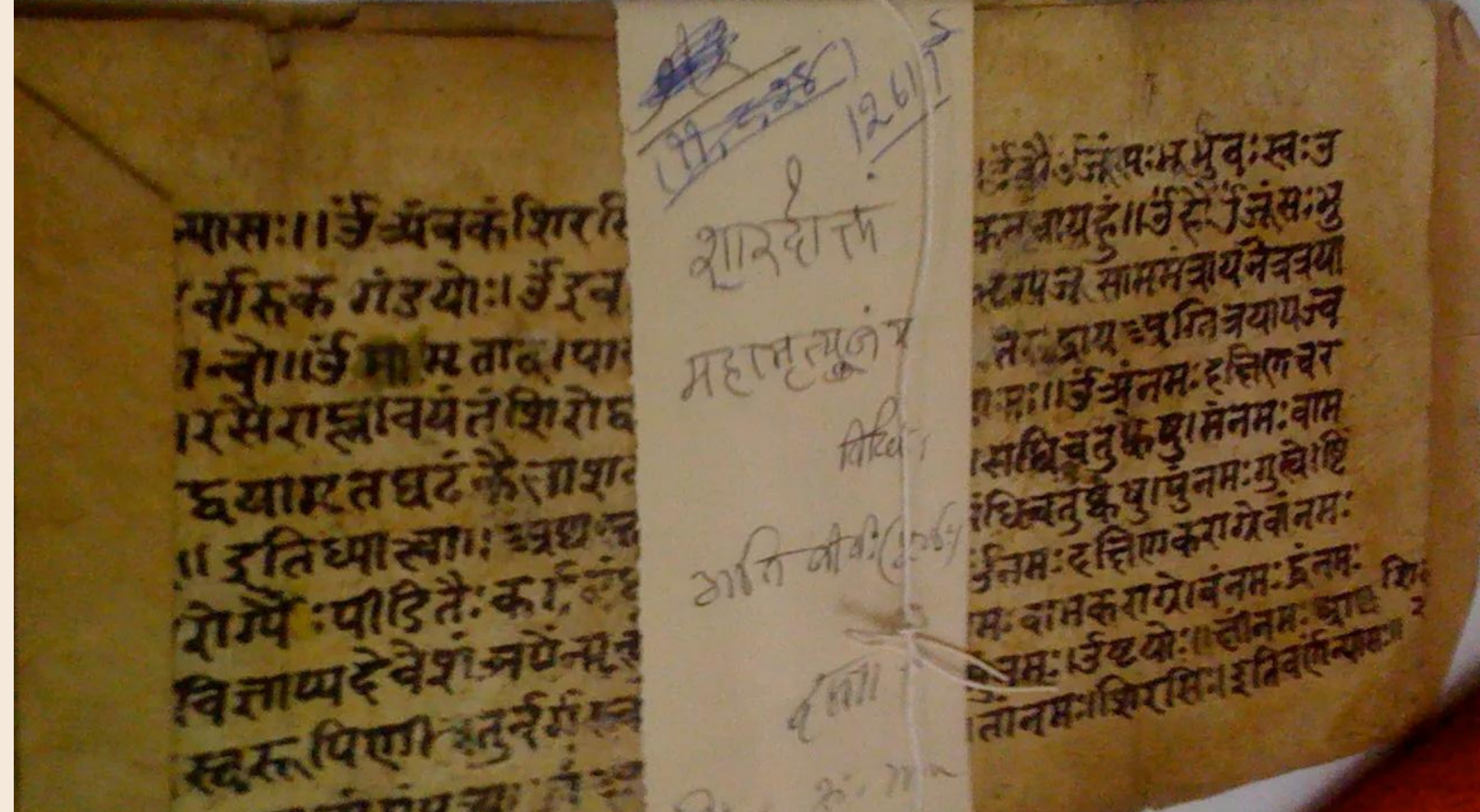
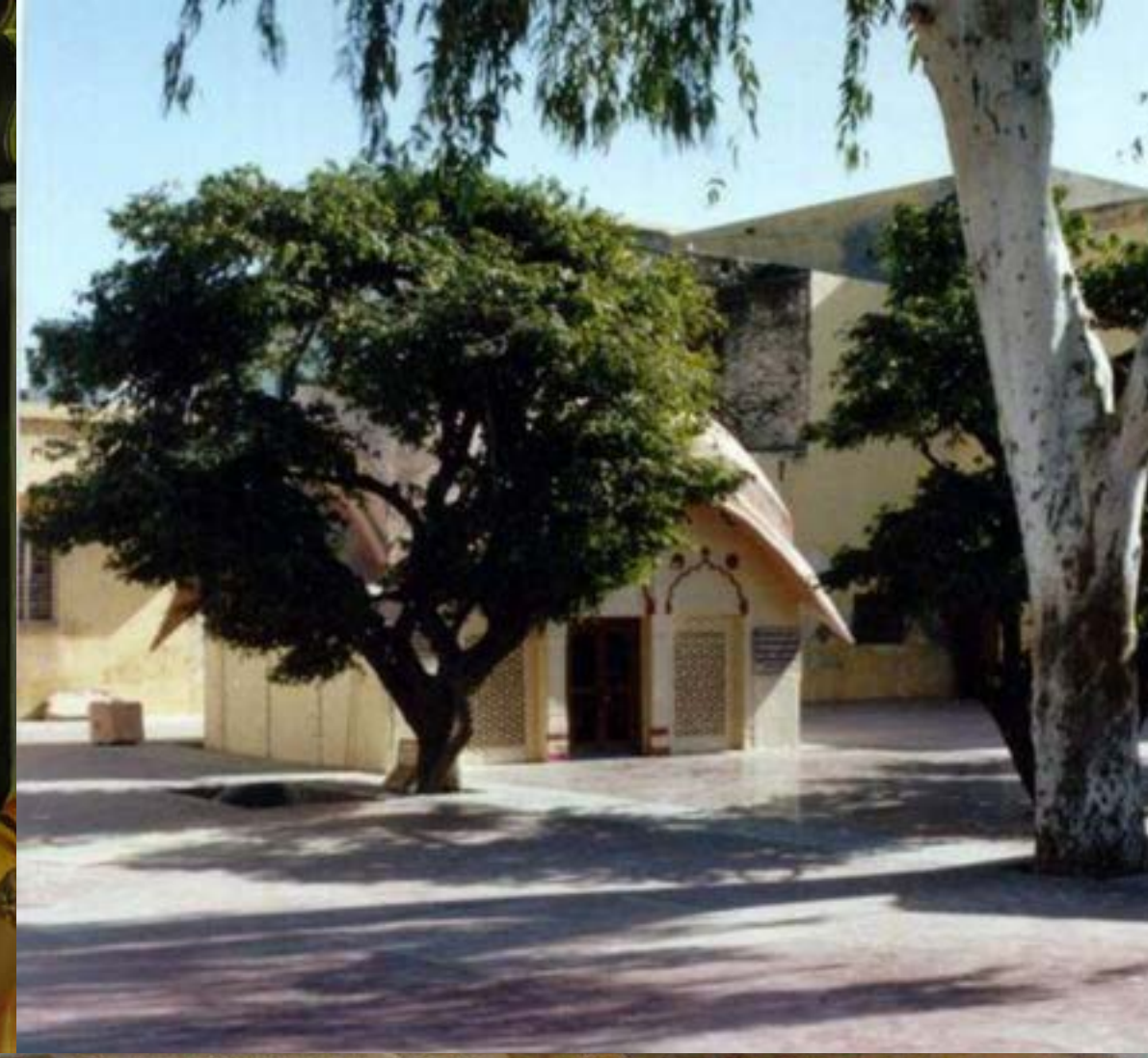
PER YEAR FOR THE APP

Ujjvala Nilamani

NEW BOOK

Art direction, concept design, new original artwork (by Manjari dasi and by other artists), and coordination with Gaudiya Vedanta Publications for the upcoming first English edition of Sri Ujjvala Nilamani, by Srila Rupa Gosvami, with the commentary of Srila Bhaktivedanta Narayana Gosvami Maharaja.

We will also have a multi-media component to promote the book with video, audio, and other digital media.



PLEASE ENQUIRE

About sponsoring and purchasing original artwork for the Ujjvala Nilamani project.

Contact: manjari@rupasanatana.org

Your offering from the heart helps make this seva possible.

Our Flagship Event

SADHANA RETREAT

Set in the heart of the beautiful Pacific Northwest, this retreat offers a space where we can support and inspire each other as we deepen our bhakti-yoga practice.

Connecting with and learning from other women of all ages and levels on the path of bhakti, we can build a strong community that will not only nourish and empower women, but our entire community and the world at large—for generations to come.







Retreat Overview

SAMPLE ITINERARY

3 DAYS / 4 NIGHTS

Nourishing body, mind, and soul

- Arrive Thursday afternoon, register, rest, explore the forest trails.
- Thursday evening meet & greet, opening ceremony, gifts, kirtan and hari-katha class and discussion.
- Friday, Saturday, and Sunday immersive morning and evening programs with kirtan and hari-katha; optional yoga or dance classes, Living Bhakti workshops, Life Stories discussion group, nighttime musical performances, lila-katha, singing prayers together and offering ghee lamps.
- Monday morning program, closing ceremony, fire yajna, farewell party and return home.

Workshops

EXAMPLES OF POSSIBLE TOPICS

LIVING BHAKTI

- Vedic rituals for hearth and home: How to give and receive blessings for special occasions and life's milestones, blessings for health and wellbeing, protection, and success. Blessings for the home, thresholds, vastu, etc.
- Sacred geography mandala mapping: Etch the sacred dham onto your heart and let the mind wander the parikrama path while creating your own Govardhana / Radha Kunda and Shyama Kunda mandala map for meditation.
- Srinagar & seva-puja: How to dress Radha and Krsna; with practical demonstrations, meditations, and inspirational descriptions from Rupa Gosvami and other acharyas
- Going deeper into daily practices

Daily Schedule Example

- Mangala Arati followed by Tulsi Puja, recite stava-stuti prayers and perform abhishek of Girirani together
- Forest japa walk and hari-katha followed by breakfast prasadam
- Optional yoga class or "abhinaya" temple dance class
- Your choice of workshop / "Living Bhakti" topics
- Noon arati-kirtan followed by lunch prasadam and rest
- Bhajans, hari-katha, and evening arati-kirtan
- Dinner prasadam followed by "Life Stories" discussion group
- Night time recitations of lila-katha and offering ghee lamps, concluding the night with a Shayana Arati musical presentation for the pleasure of the Divine Couple



\$11,000

TOTAL COSTS

ESTIMATED FUNDING FROM
REGISTRATIONS:

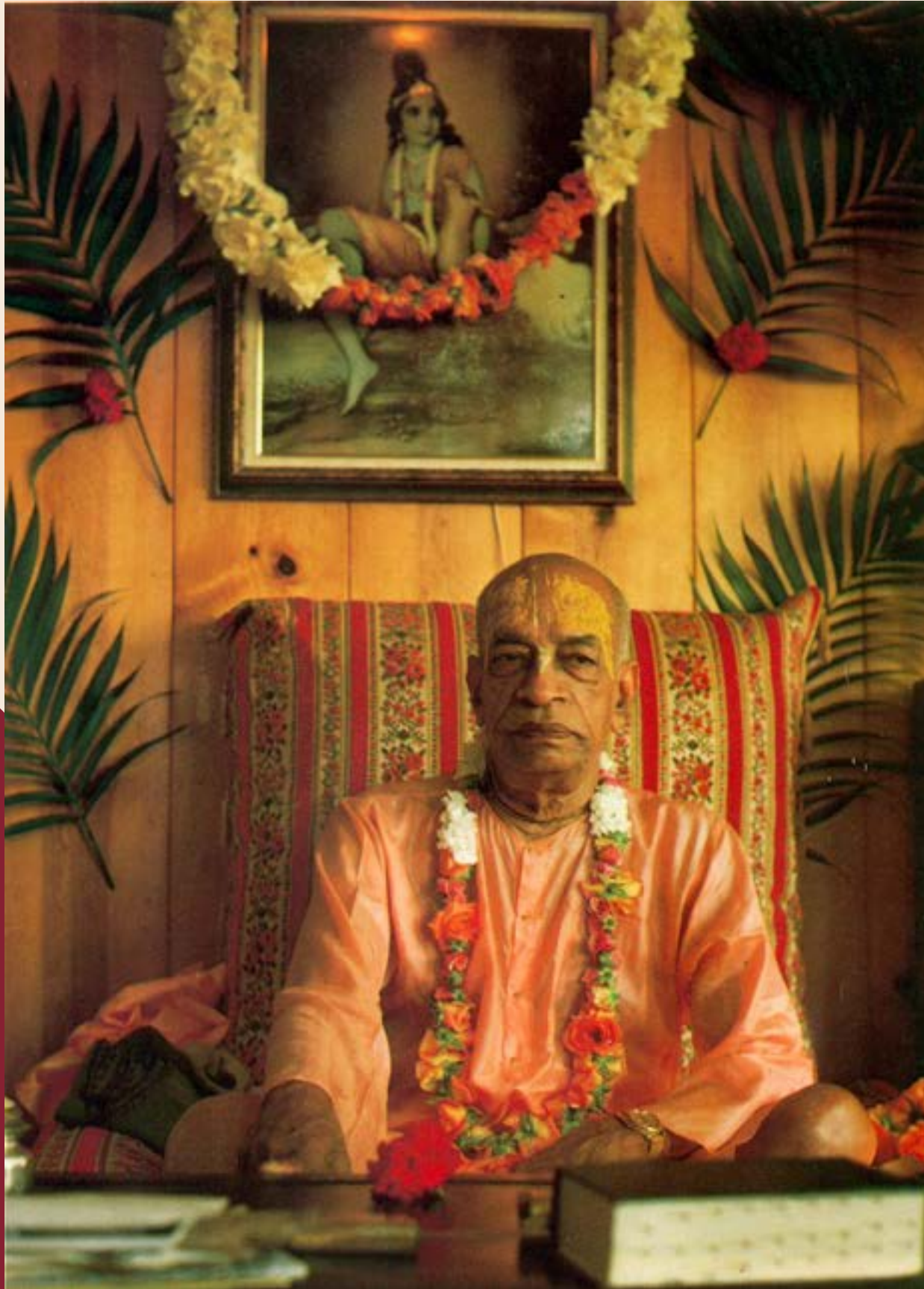
\$8,000

FUNDING GOAL:

\$3,000

A scenic sunset over a pond with lily pads and trees. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. A tall palm tree stands prominently in the center background. The foreground is filled with lily pads on the water's surface. A dark green semi-transparent rectangle is overlaid in the center, containing the word "Funding" in white serif font.

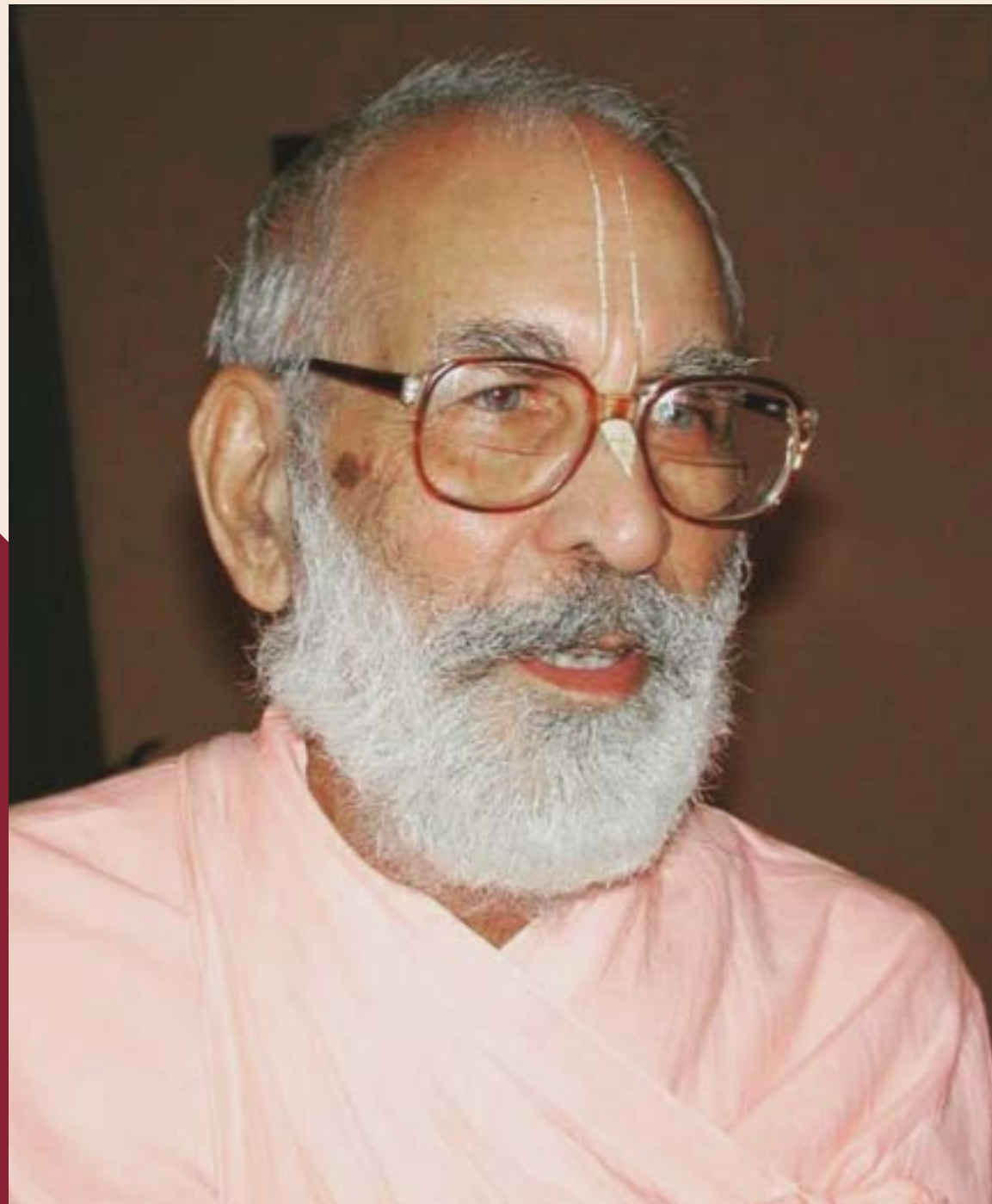
Funding



“Our policy is 'madhukari' or the profession of the bumblebee. The bumblebee does not eat all the honey in one flower. It goes from flower to flower and takes little. The purpose is that saintly persons, Vaisnavas, if they take something from many men, everyone is benefited.

[...] For maintenance we should collect from many persons as monthly subscription, and big donations should go to the book and building funds.”

– Srila A.C. Bhaktivedanta Swami Prabhupada, letter to Tamala Krsna, Mombassa, Kenya, 16 September, 1971



"I have come to give my heart, not to take anything from you. Don't think that we need to ask anyone for money. If we are selflessly preaching the message of Sri Caitanya Mahaprabhu, He will automatically send money from the sky like a rain shower. We need not worry at all about that."

– Srila Bhaktivedanta Narayana Gosvami Maharaja,
Odessa, Ukraine, September 22, 2002



TOTAL REVENUE

\$9,538

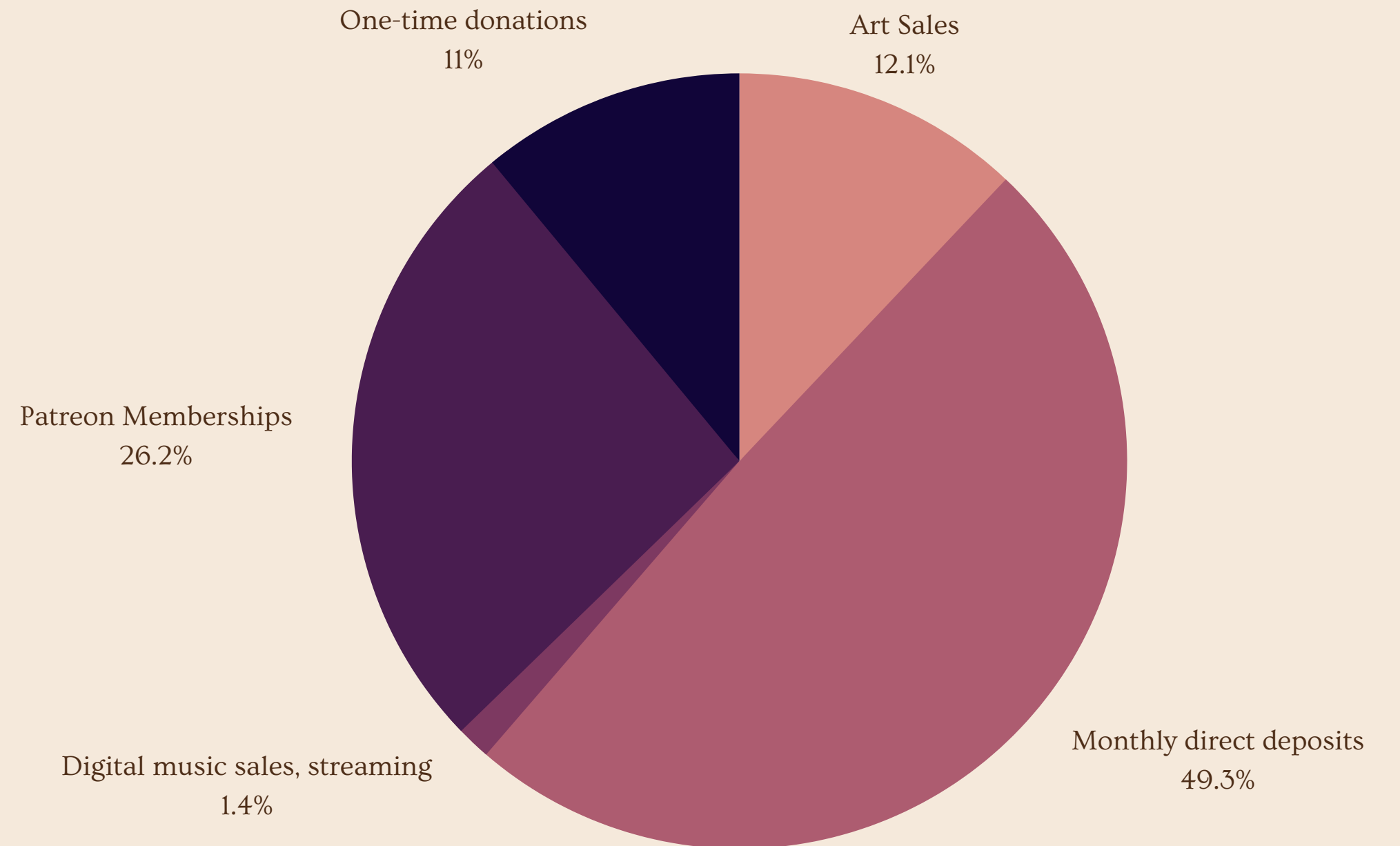
MARCH - NOVEMBER 2022

Combined donations received through:
memberships, monthly direct deposits, one-time donations,
art sales, digital music sales and streaming.

Revenue Breakdown

SINCE MARCH 2022

- PATREON MEMBERSHIPS
- ONE-TIME DONATIONS
- ART SALES
- MONTHLY DIRECT DEPOSIT DONATIONS
- DIGITAL MUSIC SALES, STREAMING



\$850

CURRENT MONTHLY
FUNDING (AVERAGE)

\$1,200

CURRENT MONTHLY
OPERATING COSTS

(Not including administrative
or startup costs)

Challenges

Lack of Awareness

Many great services and events are not well-documented or promoted, missing out on opportunities for community participation and support.

Low Funding

Limited financial support leads to unnecessary complications and delays in services, limiting our growth and engagement with our members and the public.

Institutional Support

Good will, and moral and practical support from institutions with shared values will be essential to helping us serve more people and realize our mission.

Solutions

Diversify offerings

Develop and promote classes and workshops which spark excitement in our core audiences and really speak to their deepest needs and aspirations.

Engage key volunteers

Identify and nurture the talents and skills of our members and key volunteers and engage them accordingly; particularly in areas of research and development, launching various initiatives, and outreach coordination.

Expand our donor base & memberships

Expand donor base beyond our own network to include businesses and various institutions, and give the public a chance to donate and participate, too.

Complete our 501c3 Registration

This process takes an average of 100 hours to complete, a \$600 filing fee, and can take several months for approval.

Partner with institutions who share our vision & values

SUMMARY OF FUNDING GOALS FOR 2023



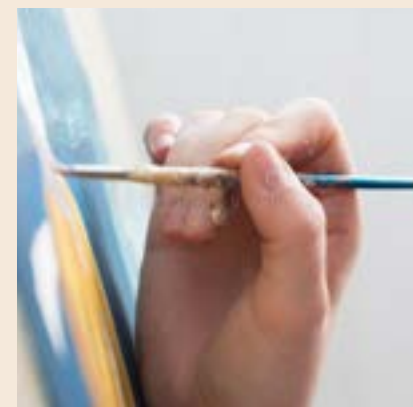
ONLINE EDUCATION WEBSITE

\$5,040 per year / website and app



SADHANA RETREAT

\$3,000 for 2023 operating costs & booking costs for 2024



UJJVALA NILAMANI

Please enquire about sponsoring / purchasing original artwork

Make a Donation

Everything is made possible through love and offering from the heart

All of our projects and programs are initiatives in devotional service and funded 100% through your donations.

Please join us in building a beautiful community and donate today.

Giving from the heart in service to the Supreme Lord, Sri Radha-Krsna, is more than just philanthropy – it is a spiritual practice benefitting both the giver and the receiver. Its transcendental effects ripple throughout our communities and help transform lives around the world.

Donate with PayPal: [By Clicking Here](#)

Or send your donation to: donate@rupasanatana.org

ZELLE

donate@rupasanatana.org

VENMO

donate@rupasanatana.org

SEND A CHECK BY MAIL

PO Box 785 Syracuse, NY 13206

WIRE TRANSFER & DIRECT DEPOSIT

Please reach out to us at donate@rupasanatana.org for details about sending domestic and international wire transfers.



Women's Ashram

Vision

Our Core Values

Respect & humility

Responsibility

Service

Honesty

Integrity

Dignity

Kindness

Compassion

Forgiveness

Harmony

Courtesy

Common sense

Location Criteria



Srila Gurudeva discussed these main considerations with Manjari dasi and approved the following:

- Choose a city that is a regional hub, or within 20 miles or so to such a city.
- Within traveling distance in any direction to other major towns and cities.
- Easy access to transportation lines (airport, train, bus).
- Significant Indian population in the region.
- Universities and colleges within the region.
- An underserved area

Location Criteria



Other guidance from Srila Gurudeva:

- Keep it "small."
- "Start alone, and gradually a few will join you."
- "Just preach. Do kirtan and hari-katha. So many millions of dollars will come, you won't know how to spend it all."
- At Srila Gurudeva's request, a proposal for the Pacific Northwest region/Seattle was presented and he enthusiastically blessed this, remembering each of the cities he had visited in the region and the people he had met there.

Additional criteria

- Mixed-use property
- Residential quarters + guest rooms
- Commercial kitchen
- Main event hall / temple room
- Parking
- Garden/yard (or potential to create one)



A Note

We have presented the following examples of properties in the Northwest since this is the region which was discussed with Srila Gurudeva; however, we are open to considering any region which meets similar criteria.

Examples in Urban Centers

MEETING THE CRITERIA



Example #1

Keefe Building,
Seattle, WA



Example #2

Cafe & martial arts studio
in converted building,
Seattle, WA.



Example #3

Mi'llumino Wellness Center, Seattle, WA.



Example #4

Mixed use converted church in downtown Corvallis, OR.



Example #5

Lan Su garden sanctuary,
and cultural center in
downtown Portland, OR.



Examples with Easy Access to Urban Centers

MEETING THE CRITERIA



Example #6

The Grotto, garden sanctuary, 8 miles from downtown Portland, OR.



Example #7

Peace & Meditation
Center, 10 miles from
Seattle in Bellevue, WA.



Example #8

Inn, retreat, cafe, 17 miles from Ashland, OR.



Example #9

Cedar Sanctuary, 20 miles from Seattle in Sammamish, WA.

Contact Us

WE'RE AT YOUR SERVICE

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Radhika Ahuja: radhika1477@hotmail.com

Gaurangi Silvers: gaurangisilvers@hotmail.com

Yasoda Monsalve: yudith.monsalve@gmail.com

Rupamanjari Datta: saheli.datta@gmail.com

Dhanyavad

