

Sarva Mangal Family Trust
By Founders of M S International, Inc.

Education Technology

Healthcare and Nutrition

Vocational Training

Sarva Mangal Family Trust

Annual Report 2021

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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. MSI is now the largest importer and distributor in the world of Premium Surfaces including granite, marble, porcelain and ceramic tiles, slate, travertine, limestone and other natural stone products from 37 countries.



About Sarva Mangal Family Trust

Manu and Rika Shah established Sarva Mangal Family Trust (Sarva Mangal means 'let all be happy' in Sanskrit) over 20 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 SMFT 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.



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 encourage programs aimed at providing preventive healthcare. We currently provide nutritious meals to school-going children, support expectant mothers and support research to detect low anemia in females.



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.

COVID Response

18 Million

Lives Impacted

Education Technology

500,000

Students Impacted

Healthcare and Nutrition

11 Million

Meals

Vocational Training

180,000

Jobs Created

COVID-19 Relief Efforts Select Highlights 2021

18 Million Lives Impacted | **140,000** Vaccines Funded



SMFT's worldwide relief efforts during the global COVID-19 pandemic include:

13,000 Oxygen Concentrators distributed.

16 Oxygen Manufacturing Plants funded.

300,000 Face Masks & **50,000 Face Shields** distributed.

16.8 Million People received COVID-19 related health awareness.

COVID-19 Relief Efforts Across USA and the World



Oxygen Concentrators received and delivered by SMFT


Oxygen Manufacturing Plant



Masks and Gloves donated to St. Jude Memorial Foundation


iPads donated to High School Students



Meals for Frontline Health Workers in Southern California

Education Technology Select Highlights 2021

50,000+ Tablets Donated | **500,000** Students Impacted



SMFT has helped over **500,000 learners** across **12,000+ communities** with online education by donating **50,000+ tablets** to nonprofits in rural areas.

With this intervention over **500,000 school dropouts** due to migration are **prevented in 2,000 villages.**

Pratham Shah PraDigi Innovation Centre

Has been set up to accelerate digital transformation of Pratham and bring innovative EdTech for students across the world.

6000+ Chromebooks & iPads Distributed

To over 50 Unified School Districts to help high school students and their families in North America transition to a digital world and continue online learning during COVID-19.





Healthcare and Nutrition Select Highlights 2021

11 Million Meals | **1000 Tablets** provided to expectant mothers for perinatal healthcare



With SMFT's healthcare interventions **1.8 million students** from **19,039 schools** received mid-day meals across **13 states and 2 union territories.** SMFT encourages programs aimed at providing **preventive healthcare** and currently supports expectant mothers by providing them with perinatal care and supports research to detect low anemia in females living in rural areas.

Voice of Specially Abled People

1,000+ Buildings rated for accessibility
15,000+ People enabled with assistive devices
8,600+ Change makers making a difference for persons with disabilities

Arogya World

Defines healthy lifestyle practices and enables behavior change among adolescents.
500,000+ Middle school children educated across **12** states of India





Vocational Training Select Highlights 2021

180,000 Jobs Created | Employability Skills to **285,760 Students**



SMFT creates jobs by providing **vocational skills** to young adults which gives them an ability to be self-dependent and support their own families.

With this intervention SMFT has created over **180,000 jobs worldwide** with 50% of them in rural areas.

American India Foundation

AIF's Market Aligned Skills Training program impact:
124,673 Disadvantaged young people trained
92,945 Jobs created
221 Learning centers

Lend a Hand India

Provides vocational education using tablet technology to:
285,760 Students
3,498 Schools
Across **33** States/UTs





Global Initiatives: Resolution Project



About the Nonprofit:

Resolution Project is a global nonprofit that guides young people on their path towards building a lifetime of impact through social entrepreneurship.

Vision: Create a generation of socially responsible young leaders.

Aim: Identify and support **130 Nonprofits and Social Entrepreneurs.**

Geography: Africa

About the Initiative:

Setup **3 Social Innovation Hubs** with headquarters in Nairobi, Kenya and other locations in Africa that will serve as a Launchpad for the most impactful Nonprofits and Social Entrepreneurs.

Africa Regional Social Venture Challenge: Invite young people from across the African continent to pitch their solutions to challenges faced by their communities.

Resolution's 500+ Fellows have cumulatively impacted over **4.6 million direct and indirect beneficiaries.**





Global Initiatives: Anemia Project



About the Initiative:

SMFT's goal is to provide health awareness for up to **5 million people over the next 5 years** starting from March 2022.

Aim: Use noninvasive technologies to detect anemia levels among mass populations and provide awareness and nutritional support to those who lack required hemoglobin levels.

To solve this problem in a sustainable manner SMFT will implement the project using a three-pronged approach: **detection, awareness** and **nutrition.**

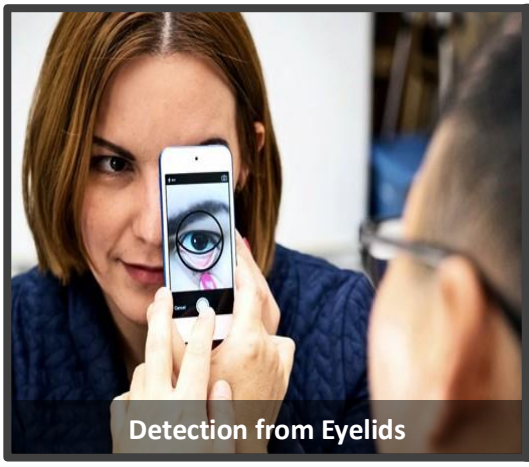
Non-Invasive Technologies Involved:

Detection from Eyelids: Using smartphone camera to take picture of inner eyelid and detect an at-risk individual.

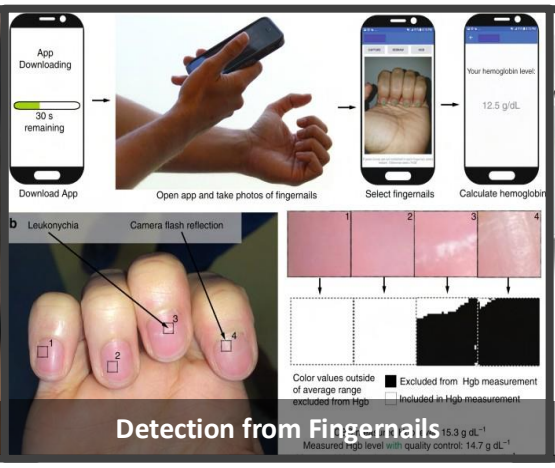
Detection from Fingernails: Using smartphone camera to take picture of fingernails to determine the level of hemoglobin in blood.

Masimo's Spot-check SpHb: Noninvasive Pulse Co-Oximeter.





Detection from Eyelids



Detection from Fingernails

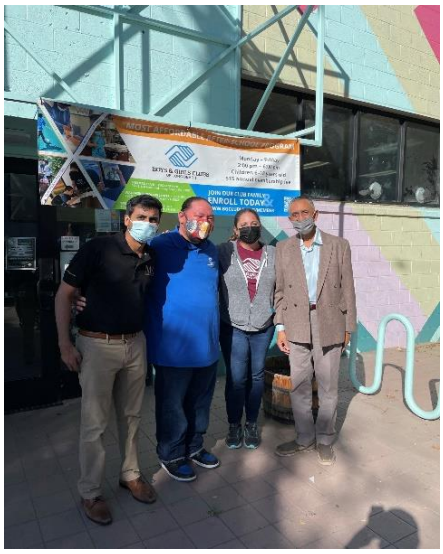


Masimo's Spot-check SpHb

Special Commitments and Evolving Efforts in 2021

SMFT donated iPads to Boys and Girls Club in Long Beach, California





SMFT donated to United Cerebral Palsy of Orange County for Life Without Limits Pediatric Therapy Center



SMFT donated to the 16th Anaheim Health Fair



Special Commitments and Evolving Efforts in 2021

SMFT granted Scholarships to High School Students in Tustin Public Schools



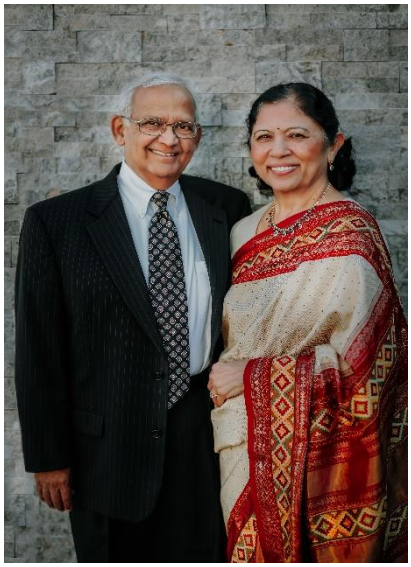
SMFT donated to Sahara Cares to Provide Support to Victims of Domestic Violence in Orange and LA Counties



SMFT donated to Pretend City Children's Museum



Awards and Recognition to SMFT in 2021



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.



THAT CARE

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 Courneen**.

Giving continued into 2021; MSI reported cash donations within OC totaling more than $400,000, 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 employees in OC, 100 iPads to the **Boys & Girls Club** and, beginning in April, there have been scholarships for high school seniors at **Tustin Public Schools Foundation**.

MSI partnered with Orange Senior Center to donate 100 refurbished iPads to adults 50 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 communities 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 **Bhavik Muni**, portfolio manager of grantmaking at the company.

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

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

Courneen said where MSI chooses to donate goes 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," Courneen said.

MSI is one of OC's largest private companies with over $2 billion in annual revenue; it imports 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 inherently caring for the communities that have cared for them and supporting the communities that have supported MSI," Courneen 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 monies donated by employees to 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 intranet 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 themdo this on company time," Courneen said. ■

M S International Inc. MSI

- **BUSINESS:** flooring, wall, countertop distributor
- **HEADQUARTERS:** Orange
- **FOUNDED:** 1975
- **CO-FOUNDER/CEO:** Manu Shah
- **OC/COMPANYWIDE EMPLOYEES:** 550/2,800
- **REVENUE:** $2B+
- **NOTABLE:** donated more than $700K this year to various groups within OC

MSI recognized as Company that Cares by the Orange County Business Journal.

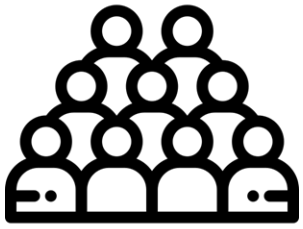


SMFT recognized by Buena Park School District for donating laptops to public school students and their families during the COVID-19 pandemic for remote learning.



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

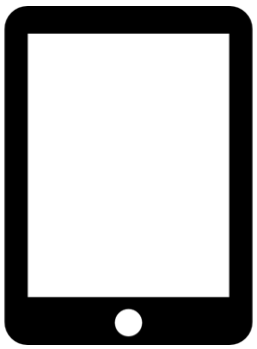
Global Impact Footprint



19 MILLION LIVES IMPACTED

50,000+ TABLETS

in circulation to democratize and personalize learning for the poorest of the poor





11 MILLION MEALS

1,697 FAMILIES

given perinatal awareness through tablets and door to door interaction with pregnant women





4 SKILL TRAINING CENTERS

SMFT's Partners

Nonprofits Supported by SMFT | Worldwide

Pratham
Every Child in School & Learning Well

AIF
AMERICAN INDIA FOUNDATION

THE RESOLUTION PROJECT

AKSHAYA PĀTRA
Unlimited food for education

Lend A Hand India

EKAL VIDYALAYA
A PEOPLE'S MOVEMENT

MSMK
MATHRUSHREE MANOVIKASA KENDRA (R)
The Special Residential School for Mentally Challenged Children

Shrimad Rajchandra Mission
Dharampur

Nonprofits Supported by SMFT | USA

UCP
of Orange County

Pretend City
CHILDREN'S MUSEUM

girls inc.
of Orange County

Lestonnac
FREE CLINIC

Orange County Community Foundation

Orangewood
FOUNDATION

ANEKANT COMMUNITY CENTER
Live and let LIVE

BOYS & GIRLS CLUBS
OF AMERICA

MY PRIVATE PROFESSOR
INSPIRE. EMPOWER. ACHIEVE.

TUSTIN PUBLIC SCHOOLS
FOUNDATION

BUENA PARK SCHOOL DISTRICT
Ignite the Passion for Learning

SANTA ANA
Unified School District

SAHARA
Caring for the South Asian Community

Gallery








to the generosity of MSI
www.msisurfaces.com
Estonnac




girls inc.


VOICE OF SPECIALLY ABLED PEOPLE
Empowering Specially Abled People



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Know more at

www.sarvamangalfamilytrust.org/

www.msisurfaces.com/corporate/charitable-trust.aspx

