



CARHTA™

Voices of Collaborative Doers:

Weaving Aspirations for Humanity

Inaugural Report: September 2010



**Prepared by CARHTA Board member Julie Rajagopal.
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We welcome interest, inquiries, and feedback.
For further information, please contact:

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Dear Reader,

As CARTHA turns four this year, we present to you this inaugural report summarizing some of our activities and experiences from our formative phases to the present.

Our all-volunteer team takes this opportunity to express our extreme gratitude to the numerous individuals and organizations who have contributed intellectual input, moral encouragement, as well as the physical and financial resources for the advancement of CARTHA. These contributions have played pivotal roles in defining and addressing issues that affect Collaborative Doers.

We have come a long way since our founding in 2006 and the momentum behind our activities continues to expand in new and unexpected ways. CARTHA has now grown to be a financially viable organization and has worked with scientists, researchers, writers, students, professors, entrepreneurs, and filmmakers—from the US, Kenya, UK, India, Mexico, Canada, Brazil, and South Africa.

Emphasizing the social dimensions of being engaged in cross-sector partnerships, our thought leadership programs have been embedded into conference panels, public forums, seminars and interdisciplinary events. As a result, Carthans as Collaborative Doers have been energized among countless individuals, young and old.

Daring to reach out, Carthans span boundaries demonstrating a willingness to work together with the personal will to do good and the professional humility to execute tasks as needed over the short, mid, and longer term. Stories of Carthans inspire all of us to aspire. So, you can expect more stories of this sort coming your way!

Again, we thank you for your continued support and look forward to our future work together. As always, we welcome your suggestions to strengthen our collective work in the pursuit of global good.

Sincerely,
CARTHA Board Members and Honorary Co-Chair



From left:
Usha R. Balakrishnan,
Cartha Alene Mahoney,
Julie Rajagopal,
Michael A. Apicella,
Policarpio A. Soberanis,
Thomas J. Mercolino,
and George W. Krull.

Who is CARTHA?

CARTHA (doer in Sanskrit) is an aspiration repository. She serves as an enabling platform to bring individual aspirations together and weaves them into collaborative works – constantly allowing individual aspirations to take form and realize their full potential. As a 501(c)(3) tax-exempt non-profit organization, CARTHA's mission is to train, build, and empower networks of Collaborative Doers by uniting professionals who leverage academic-practitioner partnerships to enhance the positive impact of technological and social innovations.

What does CARTHA do?

CARTHA activates and mobilizes resources to support academic-practitioner networks of Collaborative Doers in Technology Transfer Partnerships, Global Health, Sustainability, and Social Responsibility. We seek positive change by:

- Connecting scholars and scientists from around the world with cultural translators to enhance humanitarian goals.
- Identifying and empowering bridging professionals who can strengthen the positive impacts of innovations.
- Developing integrated curricular models and inspiring case studies on academic-public-private partnerships and research translation.
- Globalizing networks of Collaborative Doers across disciplines, sectors, and cultures, thereby impacting local communities in multiple regions.

How does CARTHA accomplish these goals?

CARTHA is unique in that the focus of her efforts is not primarily financial. She is not in competition with any other group, nor is she constantly searching for grants. This refusal of competitiveness, disinterest in prestige, and non-requisite of financial reward allows CARTHA a more porous and non-hierarchical existence. It is through this non-traditional route that CARTHA has been able to accomplish numerous tasks and allow for natural self-selection by high-aspiration individuals from varied backgrounds.

The Process

We build Collaborative Competence in Multisector Partnerships for Global Good (C2G2 Training Model). We partner with individuals, professional societies and campuses to organize/sponsor conferences, public forums, and seminars reaching faculty, students, professionals, and public citizens. Reflecting our human-centered approach, each of our programs is designed as follows:

- Contextualized and customized to embed and enable local visions, local talents, and local needs.
- Structured to emphasize the social dimensions that influence and affect the human collaborative spirit.
- Formulated with participation from and involvement by younger generations of Collaborative Doers.

The Evolution of CARTHA

CARTHA came into being on September 1, 2006. Over the past four years, the scope and scale of CARTHA's thematic initiatives and outreach efforts have blossomed with increasing momentum. This force can be observed in the voices and actions of CARTHA's program partners and participants around the globe. Some of these many voices are highlighted below.



April 2008. Iowa City. Pictured (from left) are Raj Rajagopal, Charles A. Gardner, Ramji Balakrishnan, Usha R. Balakrishnan, Nancy Krull, George W. Krull, Luke Juran, Svetha Swaminathan, and Andrew Willard, all of whom were gathering after CARTHA's first annual Board of Directors meeting. The meeting was held to coincide with Chad Gardner's plenary talk at the University of Iowa Global Health Studies Program's annual conference.



February 14, 2009. Chicago. From left: Rich Thorsten, Usha, Raj Rajaram, Craig Just, and Jay Sehgal, all of whom presented at the symposium titled “Thirsting for Daily Sustenance: Public-Private Partnerships for Global Water-Access” at the annual meeting of the American Association for the Advancement of Science (www.AAAS.org). At the time, Usha was serving on the AAAS Committee on Scientific Freedom & Responsibility.



Usha R. Balakrishnan

Founder, organizer, and collaborative entrepreneur, Usha’s expanding contact networks in multiple communities-of-practice provided the strong foundation upon which CARTHA was built, *as if brick-by-brick, aspiration-by-aspiration*. She began sharing her vision for “**C**ollaborative **A**rts in **R**esearch **T**ranslation for **H**uman **A**dvancement” (the acronym from which CARTHA’s name was derived) with others

one-on-one as well as by connecting with audiences at multiple university campuses, conferences, and social service clubs.

Usha writes as follows on why she walks and talks: “A walk changes a life’s meanings and purpose. As I walked one day in April 2006 with my brother, **Sridhar Ramamoorti**, he put forth his quote for why CARTHA should be birthed: *A culture of innovation demands innovations in culture!*”

Then, in July 2006, on this same walking trail near my home office in Iowa City, I recruited a neighbor and law professor **Mark Sidel** as the first member to begin forming our volunteer Board. Once Mark said yes, I invited five others who were equally passionate and supportive: **Adhiambo Yvonne Owuor** from Nairobi; **David B. Audretsch** from Jena; **Charles A. Gardner** from New York; **D. Balasubramanian** from Hyderabad; and **George W. Krull** from Chicago.

What you see of CARTHA today is this kind of free-flowing, organic existence, the result of a few determined steps taken with (and enabled because of) many soulful spirits. We discover reaching-out mechanisms to find alternate paths, along with so many others. Rejoicing in these Collaborative Doing journeys, we become mutually empowered in ways that are never attainable how much ever we may strive individually. Such person-by-person transformations have allowed our organization to be shaped and influenced in a way that embraces human-centeredness.

Collaborative Doers keep CARTHA's humanity-centered vision energized and vibrant, always. It is our collection of volunteers who design, formulate, lead, and drive initiatives.

While life offers no guarantees of any sort, my hope is that CARTHA makes a bigger difference some day to produce a more equitable world. Surely, inspired Collaborative Doers can do a lot more good in an *everyday* sort of way no matter where they live, all just because we feel better doing so!

As an equally daunting challenge, I'd love to see whether and how CARTHA's work through word-of-mouth interactions can be productively and capably mirrored in other realms. For instance, it'd be awesome to "walk across" web-based platforms and social networks without any loss of the greater meaning and global good purpose behind our human-inspired efforts!"

At the invitation of Charles A. Gardner, Usha wrote a thought piece outlining her founding rationale for CARTHA. Titled ***Healthful Academic Translations: Cultivating Collaborative Doers as Innovation Managers for Societal Well-Being***, this paper was published in the 2009 Global Forum for Health Research Update (www.globalforumhealth.org).



November 2, 2009. Iowa City. *University of Iowa Students Global Health Club* after CARTHA founder speaks about her work.



February 20, 2008. New York City. Usha was the keynote speaker at this inaugural *Women in Academic Licensing* event where attendees were patent and licensing managers from various universities and organizations in the New York region. Organized by New York University's Sadhana Chitale and Rockefeller University's Kathleen Denis, this cheery event doubled up as a baby shower for Tari Suprpto!



Top: March 20, 2010. New Orleans. ***Technology Managers for Global Health*** 7th annual meeting held in conjunction with the annual meeting of the Association of University Technology Managers (www.autm.net).

Bottom: August 3, 2010. Iowa City. Julie Rajagopal, Usha, Rubeena Çetin, Sameer Khan, Meena Khandelwal, Mark Sidel, and Erica Bornstein gather for CARTHA initiative, ***Diaspora Givers as Collaborative Doers***.



November 11-12, 2008. Recife, Brazil. (From left) Tom Mercolino, Carlos Lucena de Aguiar and Usha speak on a panel (with live translation in Portuguese) at this First Health Technology Innovations Workshop.

Carlos Lucena de Aguiar

Carlos has served in various Senior Executive Service roles for the Brazilian Federal Government. He recently concluded his Masters in Public Health focusing on a Yellow Fever DNA Vaccine project currently in progress at FIOCRUZ. His thesis theme closely relates to CARTHA's initiative *Birthing Invention-Historians*. We are gathering case studies to describe *real-time* understanding of issues which may aid in better decision-making and resource allocations for development partnerships.

Carlos first met Usha in 2008 in San Diego through CARTHA's ongoing program *Technology Managers for Global Health*, a 90-minute dialogue held in conjunction with the annual meeting of the Association

of University Technology Managers. Carlos immediately teamed up with CARTHA and successfully raised funds from two Brazilian public agencies to organize a two-day workshop sponsored by FIOCRUZ/Pernambuco and hosted in Recife. This First Workshop on Health Technology Innovation brought together over 130 participants from various regions of Brazil. Representatives of biotech companies, government agencies, and research institutes shared perspectives on stimulating new international cooperation on the development of vaccines and diagnostics to address neglected tropical diseases.



February 15-20, 2009. Rockefeller Study Center, Bellagio, Italy. **Rodrigo Correa Oliveira** (third from left) met Usha in Recife and invited her to speak about CARTHA's work at a meeting of the World Health Organization's South-South Initiative which links tropical disease researchers across Latin America, Africa, and Asia (www.ssi-tdr.net).



November 18, 2008. Iowa City. From left: Alexandra Keenan, Elizabeth Hoover de Galvez, Svetha Swaminathan, Usha, and Raj Rajagopal celebrating Raj's creativity during Global Entrepreneurship Week.

Raj Rajagopal

Raj is a professor in the Department of Geography at the University of Iowa. Raj, along with **Edwin Brands** (2006 CARTHA Fellow), designed three-week experiential learning courses in India to expose students to social entrepreneurship concepts as implemented within a microfinance institution in Madurai. These *Winterim India* programs offered through the University of Iowa—and supported by CARTHA in terms of certain design elements, modest travel stipends, and networking seminars—grew to include over 120 students placed at eleven different sites in 2010. **Luke Juran**, a CARTHA Fellow supported under this program, went on to become a Rotary Ambassador Scholar focusing on housing, water, and sanitation issues in post-tsunami resettlement districts in Tamil Nadu. When at IIT-Madras, Luke organized a CARTHA seminar and meetings there for Usha in May 2009.



October 18, 2006.
Iowa City.
CARTHA's very first Fellow Ajailiu Niumai pictured with Andrew Willard (left) and Willard ("Sandy") Boyd.

Ajailiu ("Ajai") Niumai

As CARTHA's first Fellow, Ajai made her first trip to the USA to present a paper at the First Himalayan Policy Conference in Madison, Wisconsin. This trip was made possible in part because of the financial and moral support of CARTHA. Ajai's interactions with Usha's collaborators in Iowa City—scholars, Rotarians, and philanthropic leaders affiliated with the Community Foundation of Johnson County—made a lasting impact on her *NGOs and Development* course which she teaches as a sociology faculty member at the University of Hyderabad. Ajai credits CARTHA as having prompted her interests leading up to her conference presentation at the 2009 AHRC/CRONEM (Centre for Research on Nationalism, Ethnicity and Multiculturalism) at the University of Surrey, UK; and her article in an international anthropological journal (*Man in India*, 2010) on the topic of *Indian Diaspora Philanthropy*.



December 4, 2009. Lantern Park Nursing Home, Coralville, Iowa.
Devasena Gnanashanmugam, Usha, and Robert S. Bar.

Devasena Gnanashanmugam

Devasena stumbled upon CARTHA's website in August 2009. She is a pediatric infectious diseases specialist in Chapel Hill, North Carolina. She has worked as a researcher, clinician, educator, and physician-volunteer in the US, India, Haiti, Guatemala, and Zimbabwe.

Uniquely blending her professional training and personal aspirations with CARTHA's vision, Devasena is now helping create new curricula on water-borne illnesses. Integrated across literature, media, science, medicine, and public health, such curricula are targeted to medical residents, students, and professionals. With input from other physicians (**Bob Bar**, **Chris Buresh**, **Priya Reddy**) and a documentary producer (**Linda Harrar**), Devasena has been instrumental in the design of CARTHA's initiative themed *Global Health through the Lens of Water*. CARTHA is seeking partners to support the launch of this initiative as a series of lectures, online curricula, and international symposia.



Cultivating Collaborative Doers

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Sridhar Ramamoorti, Marietta, GA

More volunteers listed on TEAM at our website

www.cartha.org

CARTHA Annual Income and Expenses Summary

CARTHA's annual tax returns (Form 990 filings) are available and accessible on our website. We present below unaudited financials, overseen by our Audit Committee chaired by CARTHA Board member George W. Krull.

INCOME	2006	2007	2008	2009	Totals
(Cash) Donations*	3,000	170	26,120	13,799	43,089
In-kind contributions	0	0	2,695	872	3,567
Reimbursements	968	1,152	1,860	4,135	8,115
Total (US \$)	3,968	1,322	30,675	18,806	54,771
EXPENSES	2006	2007	2008	2009	Totals
Operations	8,274	17,822	2,419	1,600	30,115
Programs	4,347	2,686	7,857	9,788	24,678
Total (US \$)	12,621	20,508	10,276	11,388	54,793

*In 2010, a donor pledged to cover CARTHA's operational costs of up to \$2,750 per year for the next 20 years.

SEEKING YOUR SUPPORT FOR CARTHA:

A NOTE from our Founder

Dear Friends,

Our work at CARTHA would not be possible without the passionate involvement of a network of supporters. CARTHA is still a very young organization and we continue to look forward to energetic and shared support that leverages our resources and networks with others. Your gesture of support—in whatever form and at whatever level—will be greatly appreciated. With all my best wishes,



Usha R. Balakrishnan

Some Suggested Ways to Make Your Donation to CARTHA



Immediate Term: Mail your contribution

To make a tax-deductible donation, please make your check payable to **CARTHA** and mail to:

33 Buchanan Court, Iowa City, IA 52246
CARTHA's Federal Tax ID is 20-5547610

So that we may appropriately acknowledge the receipt of your contribution, please include your name, address, and contact details. To make donations of stocks or other securities, please call us about your intention so that we may accordingly arrange to receive your donation.

Medium Term: Designate CARTHA as a preferred charity in your giving portfolio

Designate funds at a local United Way or community foundation, a college or university, or professional society to enable CARTHA programming in your locality or area of interest.

Alert other prospective donors or your Corporate Foundation/Community Affairs Officers about the opportunity to support CARTHA.

Longer Term: Leave a legacy with CARTHA

Designate CARTHA among the charities that you and your family support to leave a legacy and to celebrate, memorialize and honor those special family, friends, colleagues, and mentors whom you have cherished in your life.