



2017 | 2018

**O P E R A T I O N S  
& B U D G E T I N G**

INFORMATION BOOKLET



# WHAT IS USM?

USM is the headquarters for college Sikh Student Associations. We provide SSAs a [structure](#) to further their Sikhi through [naam and seva](#). Members develop crucial [leadership skills](#) through various Sikhi-oriented conferences, camps, classes, and trainings. With USM, Sikh Student Associations are:

- Retaining passion for Sikhi while away from home by balancing work, school and Sikhi.
- Connecting to Sangat through Naam, Seva, and academic resources.
- Bringing change and love into their communities.
- Uniting to solve problems around the world.
- Building networks between students and professionals.



## USM Mission Statement

United Sikh Movement is an organization that seeks to strengthen the Sikh community by providing a structural foundation and resource base to Sikh students based on the four pillars of Simran (Spirituality), Seva (Philanthropy), Sangat (Community), and Academics. Our aim is to unite Sikh young adults through comprehensive community building, Sikh activism, and community service, and to provide students an opportunity to engage critically on issues pertaining to Sikhism to incubate and inspire the present and future Sangat leaders. Furthermore this organization seeks to provide resources for the general Sikh community and assist Sikh students in providing resources for their local communities.

1

**Full-Time  
Executive Director**

8

**Board Members**

Chairman, Treasurer,  
Secretary, Norcal/Socal SSA  
Representatives, & 3 Directors.

1

**Advisory Board**

Consisting of lawyers,  
accountants, and Sikh-  
community leaders.



USM came to life when a group of students wanted to make SSA a productive home for Sikh youth. SSAs have been around since the 60s, but they have lacked a withstanding purpose and sense of unity. These students reached out to SSA presidents and in a short time, they mobilized for unity, and more importantly, for a movement. Currently, for the first time in California history, a single organization has successfully created a headquarters for the SSAs.



**WHO IS USM?**

2

**Paid Coordinators**

The administrative backbones  
keeping a flow of communication  
between all levels of USM

28

**Staff Members**

Hosting and creating events  
to foster unity

15

**Sikh Student Associations**

Throughout California  
committed to bettering their  
community

# SIKH STUDENT ASSOCIATIONS OF USM

## Northern California

UC Berkeley

UC Davis

UC Santa Cruz

Fresno State

Stanford

San Jose State

Santa Clara University



## Southern California

UCLA

UC Riverside

UC Irvine

USC

UC San Diego

Cal Poly Pomona

Claremont Colleges

UC Santa Barbara



# Building Lifelong Habits Through Weekly Activities and Permanent Structures



USM supplements Sikh Student Associations with weekly events and structures that help students develop Sikh oriented life long habits that include Naam Japna, Vand Ke Shakna and Kirt Karna in a way that is most relevant to students.



USM requires all SSAs to host events that provide a balance within Simran, Seva, Sangat, and Academics. In order to help SSAs find that balance, USM has:

- Created a [Gurbani study course](#) catered to students
- Started a [Feed the Homeless Project](#) to inspire seva in students
- Encouraged the basic principle of giving [Dasvandh](#) to a non-profit of students' choice

# INSPIRING BALANCE IN OUR SIKH STUDENTS

## Balancing Simran, Seva, Sangat, and Academics

Our model follows Naam Japna, Vand Ke Shakna, and Kirt Karni.

Students host and attend events such as kirtan nights, beach clean-ups, and resume workshops that fit into the model of a balanced Sikh student lifestyle. USM has an online collaborative resource bank with event suggestions for SSAs that helps to generate new ideas.

Fourteen universities across California have this structure embedded into their SSA constitution and host events under all four categories every semester or quarter.



# LANGAR SEVA



## Feeding the Homeless Population

Langar Seva is the universal idea of giving back to those who cannot afford to eat, and a chance for every SSA to experience the most basic example of seva.

Containers for packaging and water bottles are bought by USM and Langar is provided by local Gurudwara partners including Riverside Gurudwara, Walnut Gurudwara, and Khalsa Care Foundation.

## Region Served

## Meals

Los Angeles

2,350

Riverside

2,829

Walnut

958



## Giving Our Tenth in Time and Money

SSAs donate 10% of their earnings and time to a non-profit of their choice.

We teach students the importance of giving back time and money through fundraising and volunteering. The amount can be as small as a penny, the concept is to promote the idea of giving our tenth. Whether its through Street Parchar to tackle hate crimes or relief work with our partner organizations.

This past year \$5,200 was raised for Sikh Relief.



SSAs have worked with Sikh Relief, Jakara, United Sikhs, Basics of Sikhi, Riverside Sikh Temple, Khalsa Care Foundation, Santa Ana Gurudwara, Walnut Gurudwara, and many other organizations over the past year.

# GURBANI STUDY COURSE IN ENGLISH

## Connecting students to Sikhi

This course gives a basic understanding of how to relate Sikhi to a college lifestyle. It includes a curriculum designed with worksheets and pre-recorded videos in an 18 hour course that can be facilitated at every campus.

This course has been designed by Angad Singh who has been teaching similar courses for over four years at various universities.

Four main sources have been used to construct the course:

“Santhiya” by Bhai Vir Singh Ji

“Naveen Gurbani Nitnem Steek” by Bhai Harbans Singh Ji

“The Encyclopedia of Sikhism” by Bhai Harbans Singh Ji

“Nitnem Steek” by Giani Avtar Singh Ji Khalsa



# Sparking Passion through Large Scale Events and Long Term Commitments



It is crucial for students to come together on a larger scale to share ideas, networks, and cultivate their passions.

USM hosts an [annual conference](#) to create a space for students to network, problem solve, and foster their passion for Sikhi.

Later in the year, a [Sikhi Camp](#) will be hosted for college students and young professionals to focus their attention on naam and gurbani, and to use those as a means to connect to their Guru.

USM also hosts [leadership and community organizing training sessions](#) to teach students how to lead as saint soldiers while also teaching them how to run an organization logistically.

To supplement leadership growth, USM has its own [think tank and incubator: Sarover](#). Students and scholars come together to solve and research problems relating to Punjab, California, or Sikhi.

Lastly, USM has just launched its [Alumni Network](#) that aims to keep Sikh professionals and SSA Graduates linked within a long term network.

# ANNUAL INTER-SSA CONFERENCE

## Growing as a Community, an Organization, and an Individual

This is an annual two-day event where all major college Sikh Student Associations come together to form a bond between sangat, learn how to problem solve, generate new ideas, and plan their direction as individuals and an organization for the following year.

In 2015, 60 students from 6 universities focused on uniting the Sikh Student base.

In 2016, 120 students from 12 universities hosted a collective kirtan night and focused on community problem solving during the conference.

In 2017, we are projecting an attendance of over 200 students.



# CAMP KUDRAT

## Implementing Sikhi into the College Lifestyle

This camp is catered to college students and young professionals wanting to expand their spiritual knowledge and connect to their Guru. This Sikhi camp will be a three day, two night event in which SSA students will learn mindfulness through Sikhi. Students will learn about their spiritual roots and how they can use Sikhi as a tool within college and the work space.

Bhai Satpal Singh from Nanak Naam, an english speaking leader in spirituality in the form of Sikhi, Harman Singh from Basics of Sikhi, and Harman Kaur a well known poet will be leading the camp with the Guru's Gyaan,



# LEADERSHIP & BOARD TRAINING SESSIONS

## Developing Sikh Leaders

The Sikh community is in dire need of strong young leaders that know community organizing, the importance of starting initiatives, and basic leadership skills.

We help develop young Sikh leaders who are capable of implementable action and advocacy for their community.



# SAROVER: USM THINK TANK AND INCUBATOR

## Transforming Passions to Actions

Sarover is a think tank designed to promote problem solving within the Sikh Panth. Sarover scholars choose a problem they see in Punjab, their local state, or the Sikh Panth and develop research papers or projects to understand and solve those problems. Their work is stored in a shared knowledge bank.

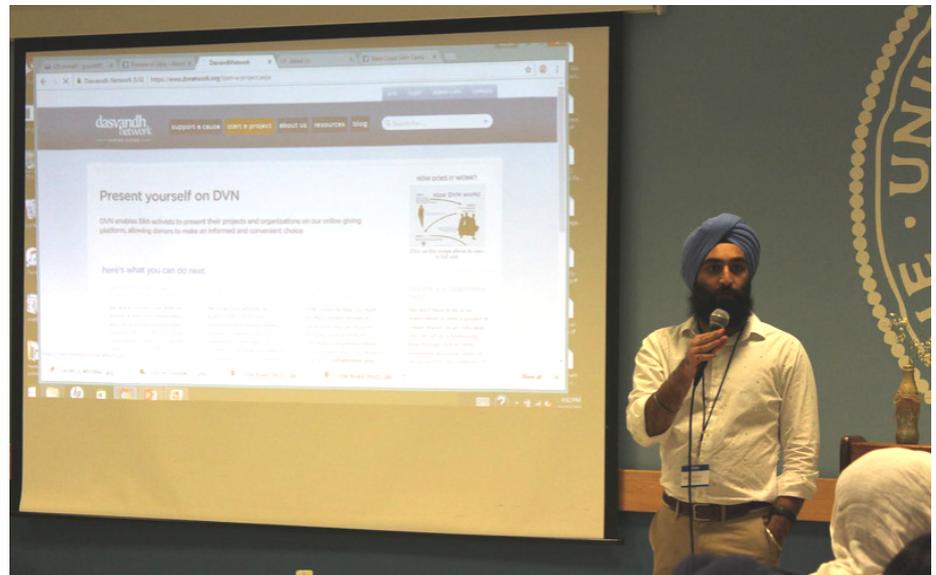
Scholars have the opportunity to publish their research with esteemed journals as well as gain guidance on how to build their projects.

The scholars will present at the USM conference where they can recruit Sikh students to join their research or non-profit team.



## Unity Beyond College

The purpose of the USM Alumni Network is to build a professional network of Sikhs throughout California and the United States. Focusing primarily on our Sikh leaders, USM strives to strengthen the Sikh community by building a structural foundation, providing a variety of resources, and presenting networking opportunities for Sikh Students Associations. In the near future, our goal is to hold alumni panels with professional Sikhs, Q&A discussions depending on fields of interest, along with networking events.



# Is the USM Process Working on SSAs?



Sikh Student Association's have now become more interlinked than ever before, allowing for a larger sense of unity. SSAs host an array of events for the growth of students both within their own campus and out in the community. A few of the events are highlighted on the following pages.

Through weekly and quarterly events focused on spiritual and academic growth USM hopes to empower students and have them [transition their passion into action.](#)

# SSAS IN ACTION

## SSA Meeting Interactions

Members come together to share ideas, prepare for events, engage in discussions, and meet others. These meetings reinforce the collaboration and unification among students.

## Street Parchar

The phrase “street parchar” can be translated to mean “teaching others about what Sikhism is.” This can be done in several different forms and settings. Members of USM get into groups and go to areas where individuals (from all backgrounds) may not have knowledge of Sikhism and hand out pamphlets (as well as explain) what it means to be a Sikh.

## Sikh Awareness Initiatives

Sikh Student Associations across the state have hosted turban tying workshops, langar initiatives, and classroom lectures in order to raise awareness about who Sikhs are. These events are hosted to combat the rampant racism against Sikhs due to xenophobia and viewing the turban as an enemy.

# SSAS IN ACTION

## Inter-SSA

### Discussion Nights

SSA at California State Polytechnic University, Pomona began hosting inter-SSA discussion nights in January of 2017. They have since hosted 8 at Cal Poly, co-hosting with Claremont College, UCLA, and UCI. These discussions begin with a presentation from the co-hosting college on the life of a guru. Students then analyze bani and have a debate style discussion about the question of the night.

## Inter-SSA

### Kirtan Nights

Schools that are nearby each other come together and do kirtan, as well as have a discussion centered around the shabd that was sung. They end the night by eating langar together. This serves as a stress relief for students busy in school and helps bring an important aspect of spirituality in Sikhi to students.

# MULTIPLE PROJECTS, ONE GOAL

The structural commitments made by SSA to USM, the weekly responsibilities, and the large scale events supplement each other to help the students in the long term.

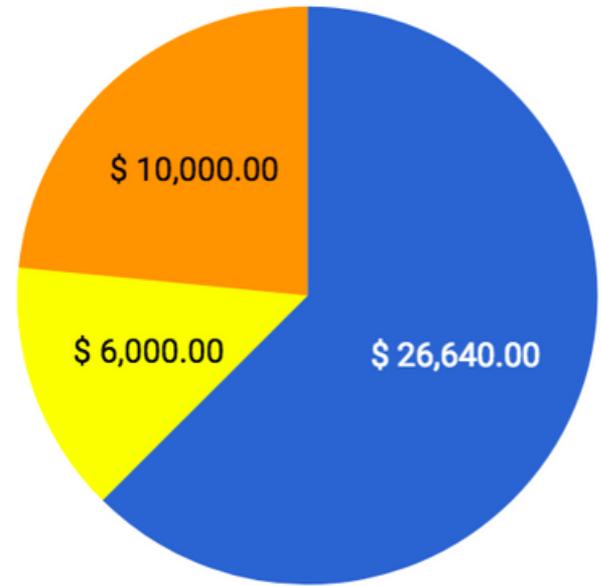
The [large scale events](#) serve as a spark to inspire passion and unity, the [weekly events](#) serve as a reminder on how to consistently act upon their passions, [structural changes](#) are to keep the longevity of these events and organizations, and it is through the [SSA events](#) that our goals are achieved daily.

When all four are combined together a short term and long term growth amongst students is created. Through the guru's grace, USM and SSAs have consistently achieved this model within the last two years.

# BUDGET BY PROJECT

## Projected Revenue

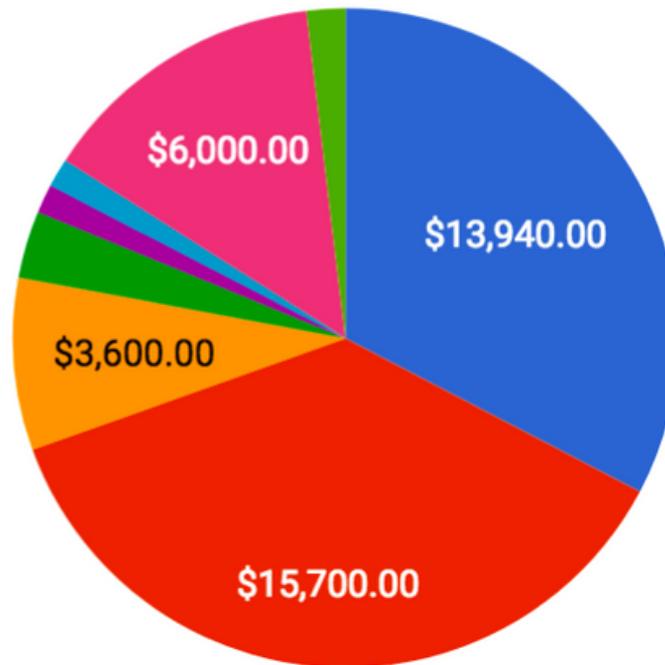
- Donations, \$26,640.00
- Conference fee, \$6,000.00
- Camp fee, \$10,000.00



As of August 2017 USM has raised \$5,000

## Projected Expenses

- USM Conference, \$13,940.00
- USM Sikhi Camp, \$15,700.00
- USM Langar Seva, \$3,600.00
- USM School Projects, \$1,400.00
- USM Sarover, \$600.00
- USM Training, \$600.00
- USM Staffing, \$6,000.00
- USM Gurbani Study, \$800.00



# EXPENDITURES BY MONTH

<b><u>November 2017</u></b>		<b>\$</b>	<b><u>2,300.00</u></b>
	Ride Accomodations for conference	\$ 800.00	
	Food for conference	\$ 1,200.00	
	Langar Seva	\$ 300.00	
<b><u>December 2017</u></b>		<b>\$</b>	<b><u>500.00</u></b>
	Langar Seva	\$ 300.00	
	Gurdwara costs for Sikhi Camp	\$ 200.00	
<b><u>January 2017</u></b>		<b>\$</b>	<b><u>1,500.00</u></b>
	Langar Seva	\$ 300.00	
	Camp: T-shirts	\$ 1,200.00	
<b><u>Feburary 2017</u></b>		<b>\$</b>	<b><u>3,700.00</u></b>
	Langar Seva	\$ 300.00	
	Sikhi Camp: Printing	\$ 400.00	
	Sikhi Camp: Site Management	\$ 1,500.00	
	Sikhi Camp: Food	\$ 1,500.00	
<b><u>March 2017</u></b>		<b>\$</b>	<b><u>300.00</u></b>
	Langar Seva	\$ 300.00	
<b><u>April 2017</u></b>		<b>\$</b>	<b><u>300.00</u></b>
	Langar Seva	\$ 300.00	

# EXPENDITURES BY MONTH

<b><u>May 2017</u></b>		\$	<b><u>1,700.00</u></b>
	Langar Seva	\$ 300.00	
	SSA Projects: 14 School Projects	\$ 1,400.00	
<b><u>June 2017</u></b>		\$	<b><u>6,300.00</u></b>
	Langar Seva	\$ 300.00	
	Staffing: Paid Coordinators	\$ 6,000.00	
<b><u>July 2017</u></b>		\$	<b><u>17,000.00</u></b>
	Langar Seva	\$ 300.00	
	Administrative: Sarover	\$ 600.00	
	Staff Training: Supplies	\$ 600.00	
	Conference: UCLA Rooms	\$ 2,000.00	
	Conference: Hotel Rooms	\$ 6,500.00	
	Sikhi Camp: Camp Site Reservation	\$ 7,000.00	
<b><u>August 2017</u></b>		\$	<b><u>900.00</u></b>
	Langar Seva	\$ 300.00	
	Conference: Guest Speakers	\$ 600.00	
<b><u>September 2017</u></b>		\$	<b><u>5,000.00</u></b>
	Langar Seva	\$ 300.00	
	Sikhi Camp: Ride Accomodations	\$ 3,900.00	
	Gurbani Study Course	\$ 800.00	
<b><u>October 2017</u></b>		\$	<b><u>3,140.00</u></b>
	Langar Seva	\$ 300.00	
	Conference: Supplies	\$ 640.00	
	Conference: Printing	\$ 400.00	
	Conference: T shirts	\$ 1,800.00	

# PLEASE DONATE TODAY !

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The future of the Sikh Community relies on the resources we provide our college students and young professionals. Your financial support will ensure the tools needed for Sikh College students to embrace their Sikhi and grow as saints and soldiers.

Waheguru Ji Ka Khalsa, Waheguru Ji Ki Fateh!



Please make checks payable to United Sikh Movement

Venmo: @unitedsikhmovement

Paypal: [unitedsikhmovement@gmail.com](mailto:unitedsikhmovement@gmail.com)

For more information, please email us at [unitedsikhmovement@gmail.com](mailto:unitedsikhmovement@gmail.com)

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