



Alex Counts
Executive Director
India Giving Day
India Philanthropy Alliance
July 25, 2026

Pallium India USA
209 Waverly Hall Lane
Simpsonville SC, 29681

Dear Friends at Pallium India USA,

On behalf of India Giving Day (IGD) and the India Philanthropy Alliance, it is my great pleasure to write to you in recognition of Pallium India USA's outstanding participation in both the 2025 and 2026 India Giving Day campaigns. Your organization's performance over these two years stands out as a model of what thoughtful planning, genuine community engagement, and dedicated staff and volunteer leadership can achieve.

In 2025, Pallium India USA emerged as one of the top-performing organizations in India Giving Day, ranking among the top five participating organizations for donor participation. The organization also ran an innovative, high-engagement peer-to-peer fundraising campaign that mobilized supporters across its network and earned recognition with awards for both Best 30-Second Reel Ad and Best Impact Ad.

Building on this strong performance, Pallium India USA achieved even greater success in 2026. It recorded the highest donor participation among all 51 participating organizations, won the first prize for the largest number of peer-to-peer fundraisers in the campaign, and the second prize for securing the most gifts through an individual peer-to-peer fundraiser.

The careful campaign planning, compelling storytelling, and, above all, the energy and commitment of Pallium India USA's staff and volunteers led to its successful participation. The creativity behind your 2025 campaign to the sustained outreach from your volunteer fundraisers that drove record-breaking donor participation in 2026 stood out.

On behalf of everyone at India Giving Day, thank you for your partnership and for the compassionate mission you carry forward every day. We are proud to count Pallium India USA among our most engaged and effective participating organizations, and we look forward to continuing to grow this impact together in the years ahead.

Best,

A handwritten signature in black ink, appearing to read "Alex Counts".

Alex Counts