

An Honor High School student raises awareness of hygiene supplies' need for the homeless.

Riya Desai is a senior and an honor student at Secaucus High School. She has been inducted to 5 honor societies, and selected as the President of the Business Club. Riya was the recipient of the 2009 Award for Outstanding Achievement in Advanced Business and also the 2008 Award for Outstanding Achievement in Business principles. Riya also added her list of accomplishments with 2009 President Volunteer Service Gold Award for her commitment in community service activity.

Riya is passionate in learning about various aspects in the business world. She has been working part time with an Accounting firm and a Marketing firm since 2007 where she conducts research and branding for firms like Procter & Gamble. Her understanding about business is not only making profit but creativity in sales technique.

This year, Riya advocated many businesses, wholesalers and retailers in New York City Metropolitan area on how to promote their business and gain goodwill and publicity by donating their products for social responsibility and community outreach programs. Donated items include: shawls, hand made silver and wooden jewelry, handbags, perfumes and scarves. Her sales strategies have included conducting fundraisers at local events, fashion shows and silent auctions. The fund that she raised will be used to buy hygiene supplies for the less fortunate and the homeless. All proceeds will be donated to the Wrap 4 A Smile Foundation, Inc.

"Raising funds is crucial to the operations of a successful charity, with which we hope to give back to the community that really needs the help and make the world a better place to live in." Riya said.

To support Riya's efforts to **Fight Poverty and Stop Hunger**, please visit website: www.wrap4asmile.org/donation.htm

"I wish to acknowledge Riya's leadership and effort to raise awareness of our foundation's vision to Educate – Act – Make a Difference. I hope her story will inspire other youth to learn and serve their community." Commented Kevin Williams, Founder.



"I am fortunate to have the opportunity to be a part of an organization that has taught me to give back to the community. Now, I am pledging to raise enough money to provide shower kits for 500 people." Riya said.

