

THE SACRED WORDSMITH RAJA RAO MEMORIAL LITERARY ENDOWMENT

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Ms. Angelia McFarland
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Letter of Testimonial

I am Susan Raja-Rao, the recent widow of Sri. Raja Rao, India's most highly respected author. My beloved husband, though well published during his life, left behind a treasure trove of unpublished manuscripts and papers. Acting on his request, I created "The Sacred Wordsmith Raja Rao Memorial Literary Endowment" with the mission of researching, editing, supporting publication and preserving for perpetuity, his sacred works of a lifetime. While I was blessed to share in Raja Rao's wisdom and vision both in daily life and in his literary creations, I knew nothing at all about business or creating and managing an Endowment.

Through a mutual friend, I was introduced to Angelia McFarland of EOP Media, LLC who thankfully began to help me with nearly every aspect of Sacred Wordsmith's creation. She began with the filing of our organization with the State of Texas and with the IRS, completing a daunting non profit application. Angelia's vast knowledge of the business and nonprofit world became immediately apparent as she effortlessly steered me through seemingly endless, bureaucratic numbers and forms. She helped me clarify our mission while developing the structure to bring it into the light of day. This most impressive work was to be only the beginning.

Angelia, now devoted, heart and soul to this journey, assisted me with every aspect of the project, from creating a flyer for The Raja Rao centenary conference in India, writing a proposal requesting donations, developing a marketing strategy and as a key contributor to our many grant applications including the major NEH grant. Her awesome talents continued to flow into helping envision an interactive web portal which will serve as a forum on Raja Rao, a teaching tool about his work and philosophy and a publishing outlet for his manuscripts and papers. Angelia worked in perfect harmony with our editor in chief, literary agent and attorney and always made invaluable contributions to our group effort. An example of Ms. McFarland's genius took place recently when the IRS sent a formidable list of questions, challenging our application for the nonprofit. At first reading, I honestly thought all was lost and that the questions would take years to answer. I went to work that day very downhearted but unknown to me at that time, Angelia contacted our lawyer and going on his comments simply about how the IRS functioned, did research one full day totally on her own. She came up with the brilliant idea that perfectly met the IRS requirements and created the working structure of the nonprofit and its relationship with our LLC.

Angelia McFarland is a wonderful, rare combination of a brilliant mind, vast experience in the business world, the highest integrity, a liberated gifted creativity and an absolutely beautiful selfless heart. She has encouraged me every step of the way in Sacred Wordsmith's creation, and has indeed given our vision "voice". If you have the great good fortune to have Angelia join with you on your journey, you will be richly blessed, as I have been.

Sincerely,



Susan Raja-Rao

The word arises from stillness, like the orchid from the Himalayas. The Vedic poets "saw" words, they did not invent them. In their Himalayan Imagination arose The Vedas. For the real poem is pre-existent like the sculpture in a rock. The word is primordial like the sun and the moon."

--Raja Rao