

UNITED WAY OF DELHI

Annual report 2010-11

United Way of Delhi is a non-profit, charitable organization committed to creating opportunities for all its community members in Delhi and NCR by focusing resources in the areas of education, income and health. We aim to create lasting changes in our community by addressing the underlying causes of issues, by working in close partnership with all stakeholders – corporations, community members, the government, NGOs, beneficiaries, corporate employees, etc.

UWD is different. We don't just raise funds for projects and implement them.....we take a holistic look at the community needs, frame Community Impact strategies and convert them into investment products, thus demonstrating *innovative and creative methodologies for improving lives in a measurable, scalable and sustainable way*. Efforts are also made towards creating meaningful volunteer engagement activities within all our projects which adds significant value to the projects and their outcomes.

UWD maintains a **high Standard of accountability and transparency**. In keeping with our mission, UWD is currently developing a database of credible non-profit, charitable organizations that meet our stringent due diligence requirements. Simultaneously, we are also developing a database of community projects. This would allow donors ready information on opportunities available for investment.

With **Community Impact** central to its strategy, UWD has conducted an extensive exercise to understand the work already being undertaken by NGOS in the fields of Education, Health and Livelihood in the NCR region and under each of the pillars distinct strategies are being mapped. Meetings and detailed discussions have been conducted with almost 50 organisations. Annex:1 (Page-8) Site visits have been conducted and 16 of these NGOs have made presentations to the board. See below.

The UWD partnerships with NGOs are not related to funding alone, but also to leveraging resources of talent, expertise, leadership, influence, networks and technology. Our discussions with non profits have revealed that most of them have critical organizational needs and UWD is working toward fulfilling those needs through our relationship network. For example, UWD is helping a NGO, Pragati, obtain permission to occupy Government school building for running schools for the under privileged.

Apart from the above, a **volunteering program** is being especially designed for professionals who can offer their skills for the capacity building of NGOs and their programs..

Immediate Focus: UWD's 2009-2010 focus shall be compilation and consolidation of programs in the areas of education and health, given below, creating comprehensive programs in **Holistic Community Development, livelihood, Disability & Inclusion, Waste management & Environmental sustainability, Skills & corporate volunteering**, which are currently underway.

Given under are brief snapshots of approved projects and those under consideration.

QUALITY EDUCATION PROGRAM

Mobile Science labs– Infusing and propagating creative temper in disadvantaged children and teachers through experimental, hands-on science education through mobile science labs. These mobile labs will reach out to students from 4 to 10th grades of Delhi Government. schools.

The Mobile Science lab project is just one of the programs of the UWD Maths, Science and Technology initiative under the **Quality Education program**. The UWD Maths, Science and Technology initiative is committed to fostering a lifelong interest in the sciences and to prepare underprivileged children for rewarding careers in math, science and technology-related fields. The initiative will work on curriculum that will include experimentation, demonstrations, and other engaging educational experiences. This program will run in collaboration with schools run by NGOs, Government Schools, and experts from the education field & volunteers from corporate and otherwise. This work is a long term investment which will not only help children to build their careers but also will help boosting the education levels in the society, thereby building a strong economic future of our country. Efforts on how to operationalise the program among NGOs is currently under process.

Talking books - Promote the recording and production of digital talking books for the visually challenged. The program works at various levels such as promoting volunteerism (by getting people to record), awareness about the visually challenged and their potential, improving the access to talking books to promote higher education, competitive exams and to promote inclusion of Visually challenged by general public. These books would be available to people across India through the nation-wide network called the DAISY Forum of India. As of today Audio Books are available to over 9,000 students with print disability, in school, colleges and also senior citizens. The target is to make Digital Audio Books available to 30,000 students and adults in the year 2010-2011. Being an on-going project, the number of beneficiaries is expected to increase each year.

HEALTH

United Way Evening clinics - An innovative project which aims at providing quality preventive and curative health care facilities in the evening hrs from 4-8 pm at locations with majority daily wages migrant population. The two pilot clinics would be opened at Sonia Vihar and Rajeev Nagar with a combined population of over 1.1 million. Additionally the clinics aim at stimulating male involvement, gender sensitivity and prevent people from visiting non qualified medical practitioners.

VOLUNTEERISM

Understanding that volunteerism is one of the most important aspects of United Way's work – both for its own sake and for the community, UWD is taking the lead in demonstrating how volunteers can make a significant impact.

United Way of Delhi is led by a Volunteer Board that represents the NCR community, sets strategies and provides direction and guidance to the organization. Efforts are also underway for setting up advisory committees and identifying prospective patrons for UWD. A small volunteer team of eight individuals from various fields are currently assisting UWD in research through secondary resources & online, site visit and referring NGO in various thematic areas; two volunteers are assisting in specific programs – Volunteering and Maths & Science; one another volunteer is a Creative Director, assisting UWD in Communications Material. In the coming months UWD will be reaching out to skilled volunteers for assisting UWD in its various organizational activities.

Steps undertaken to promote volunteerism-

- We understand that it is important to identify and/or create meaningful opportunities for people to give of their time, and also for ensuring positive experiences for the volunteers. Efforts are made to design focused and meaningful volunteer engagement activities within all UWD projects so that significant value is added to the project. UWD also works with NGOs to provide volunteering opportunities.
- Innovative and creative activities and events are being put together to initiate the Day of Caring concept in the NCR, customizing it to the Indian context, which is planned to be implemented in the next few months....
- Efforts are underway to evolve a program to promote skill-based Volunteering. A brief note on the same is given below.

Skills Volunteering

The two trends that support this concept are:

- More and more people feel like helping a charitable cause, but don't know how. Or don't have the spare cash. Or feel uncomfortable door-knocking or fund-raising. But are interested in getting involved and have relevant skills and experience beneficial/required by NGOs.
- NGOs are now more than ever co-existing in a very competitive environment especially when fund-raising and 'selling' their project ideas to the donor community. Besides grants/donations in kind resources are being increasingly sought to tide over the scarcity.

The program aims at encouraging professionals with specialized skills to volunteer with NGOs, and projects and make a positive difference in their community. Skilled volunteers reduce costs and increase capacity, allowing NGOs to do more of what they do, and to do it better. Pro bono professional and other services are usually of high caliber and can be utilized multiple times, depending on relationship management. The idea is to identify such volunteers and match their skills with a community/organisation/NGO's needs. The NGOs provide briefing, support and training to volunteers. The program will make the experience of both volunteers and NGOs a mutually rewarding experience.

RESOURCE MOBILISATION

Since September 2008 UWD has raised a total of \$ 270,687.14. Employee giving campaigns, Fundraising events and project sponsorships are being explored towards creating the desired community impact. Besides money UWD is working on ways to leverage resources like relationships, talent, expertise, leadership, influence, networks and technology and applying the same to its partnership with non profits.

S.NO	Grant from	Amount in Dollars
1	Cargill	100,000
2	Met Life	12,500
3	Agilent Foundation + giving campaign	42679.14
4	Amway	50,000
5	AT&T	2500
6	UWD Auction	13008
7.	LG	50,000
	Total	270687.14

The actual amount that is available to UWD is \$ 2,52,680 details in Annex-2 Pg.9

15 corporates other than those of board members, have been contacted in the past year to understand the corporate giving process and criteria so as to effectively match them with investment options. The learning has been crucial in designing our programs.

The Agilent Employee giving campaign – a sum of Rs. 10,27,707 was collected in 2008. The campaign is being repeated in 2009. Efforts are currently underway to initiate an employee campaign with the Radisson Hotel of Carlson Hotels. After the pilot other hotels in their chain are also undertake employee campaigns.

Legal

- A consultant has been hired to provide guidance with all legal formalities.
- UWD has received its 12A & 80 G Certifications along with the PAN & TAN registrations.
- Our FC-1A application (May 2009) has been approved and the process to initiate subsequent applications for grants are underway.
- The accounts for the period Sept 2 008 – March31, 2009 have been prepared.(trial balance)

UWD ACTIVITIES – YEAR 1

- The **Launch function of UWD in November 2008** was attended by over 170 people and was covered in publications like Economic times, Mail Today, Business Standard, Asian Age and in Aaj Tak channel. A sum of INR 6,50,000 was collected by the auction of two autographed balls and

bats. The auction was conducted by the recently retired and accomplished Indian cricketer Anil Kumble.

- **Development of United Way of Delhi Website.**
- **Health Camps in Tihar** - A series of health camp were organized for the inmates of Tihar Jail. (The largest prison in Asia) Each visit was a minicamp requiring a high degree of coordination as security clearances were required. A total of 118 cases were examined for both poor eye sight and dental problems. The UWD eye and dental camps were much appreciated by all as it was not just a diagnostic camp but was actually a curative camp, with the specs being provided within a week and the dentures in a staggered manner. The dentures were being provided for the first time since last 18 months. Besides the first camp on March 28, 2009 subsequent 11 follow up visits were made in the months of April, May and June 2009.
- **US IBC Roundtable Meeting** to discuss “the role of CSR in a challenging global economy” was held on April 7, 2009. Over 40 participants representing 25 corporates were present in this roundtable which featured Teresa Hall Bartels, President and CEO of United Way International and was chaired by Venkatesh Valluri, Chairman of the Board of UWD. The roundtable was much appreciated by the attendees and saw active debate and discussion on the subject. It was one of the largest gathering of companies discussing CSR and the attendees shared an interest in attending more such roundtables. All attending corporations have been contacted as a follow up to engage them with UWD.
- **Women Empowerment Workshop**

A awareness camp for underprivileged women from Harijan basti, Nithari and neighboring sectors of 27, 29 and 28 of Noida was organized at Sankalp Saksirta Samiti, Sector 37 of Noida. It has been felt that one of the major reasons for the poor status of women in our society is the lack of a sound financial status. Many a times even if women are earning they are not able to save as they do not have accounts. This is a problem difficult to surmount as most women in these areas are migrants from other parts of the country and do not have any papers like a ration card, voter id etc. What is surprising is that the average length of stay for most women in Noida who attended the meeting was between 6-18 years.

The workshop was held on March 22, 2009 and was attended by over 35 women and a handful of men. Dr. Nirdosh Singh, Manager District Cooperative Bank was the guest speaker on this occasion. He explained to the ladies about the concept of self help group SHGs and urged them to take up the challenge. He also invited ladies to open individual saving accounts and Recurring Deposits in his bank. Towards the end of the workshop the ladies were extremely motivated and vowed to open their accounts. The present women expressed that an individual account symbolized a new beginning, a sense of hope and confidence and that the fact that they could finally operate an account was a dream come true. Within a week of the workshop over a dozed

ladies had opened their individual accounts and the aim now is to hold similar meetings in other parts of Noida.

SOME CHALLENGES:

- Identifying the right product with the appropriate prospect at the right giving level.
- Find organizations/NGOs who understand our philosophy and are ready to be part of the bigger picture and engage with UWD through a constant feedback mechanism.
- Working with NGOs to make them understand how volunteers could add value to their programs, thus designing a significant and meaningful volunteering experience.
- Evolving a strategy to differentiate UWD from existing NGOs and providing a strong value proposition for donors.
- Bihar Flood relief project- After intense search and working on the proposal for building a primary school in flood effected Supaul district of Bihar the district administration quoting a state level policy decision announced that NGOs would not be allowed to construct Schools and health centers. Subsequently two more organizations were approached for designing and implementing programs but it was felt that the projects and organizations did not match with UWD criterion. Finally in August 2009 Amway requested that the \$25,000 grant that it had earmarked for Bihar may be used for a suitable project in Delhi and NCR.
- To access funds of foreign origin Indian NGOs should have at least 3 yrs of operations and apply for FCRA registration. In case of UWD as we do not fulfill the criteria and have to apply for FC-1A (temporary permission for each project). Under this scheme only project based funding can be applied for and the project has to be implemented by self. Under such circumstances getting funds for projects is and will be a challenge.

ROAD AHEAD

- Focus on consolidation of programs. Besides significant programs in the domain areas of education and health given above, work on comprehensive programs on Holistic Community Development, livelihood, Disability & Inclusion, Waste management & Environmental sustainability, Skill & corporate volunteering shall be worked on.
- Launch of Agastya and Hope Evening clinic project.

- Communicating about UWD’s work and achievements to the various stakeholders. Efforts to cultivate media with the intension of showcasing UWD and its work would be put into place. The website shall be updated to reflect the new projects and activities. UWD E –newsletter would be initiated on the occasion of the launch of Agastya or Hope Evening clinic project whichever is earlier. Communication material like basic posters would be worked on in the first phase.
- On resource mobilizing front Employee giving campaigns, Fundraising events and project sponsorships would be explored. Extensive efforts would be made to broaden the donor base. To reach out to corporate help of existing forums and networks would be utilised.
- Compliance with global standards shall be an ongoing process.

Annexure -1

UWD NGO LIST

- **Education-** Agastya Foundation, Pragati, Gurgaonharyana.com, India Sponsor, SSMI, Udayan Care, Mobile Creche, Deepalaya, Science Olympiad Foundation, Kushii, Vidya & Child, Om Foundation, Raasta, Nai Disha, Jodogyan, Eduheal, ISST
- **Street Children-** Jamghat , Chetna, Childline
- **Orphans** – Udayan Care
- **Health** – Hope, Humanna People to People, Mobile Creche, Akshay Patra Foundation, Can Support, Rotary club-Chanakyapuri
- **Livelihood** – Cap Foundation, Etasha, Don Bosco, Swashrit, Community Friendly movement, Sruti Foundation, Goonj
- **Disaster related** – Plan, World Vision, Aidmatrix, MPA
- **Disability** – Saksham, Score, National Trust
- **Community Development** – SAVE, IRRAD, Amarshakti
- **Communication & Change** – Going to school
- **Environment** - Chintan
- **Others (primarily networking)-** Times Foundation, Response Net, Credibility Alliance, Resource Alliance, V.V Giri Labour Institute

Annex: 2

UNITED WAY OF DELHI

UWD Resource Status as of September 09

A. Summary of Funds pledged to UW of Delhi in Dollars

S.NO	Grant from	Amount in Dollars	Before Deduction
1	Cargill	83,224.53	100,000 (15%)
2	Met Life	12,500	No IDAG Fee
3	Agilent Foundation	21,018.75	22,125 (5% IDAG fee)
4	Amway	50,000	
5	AT&T	2375	2,500 (5% IDAG fee)
6	Roma auction amount	1008	
		170126.28	

B. Summary of Funds available to UW of Delhi in INR the same is deposited in the UWD account

S.No	From	AMOUNT in INR
1	LG- UW of Baroda	25,00,000
2	Agilent Giving	10,27,707
3	Dr. Kapur	2,50,000
4	Rohit Kochhar	3,00,000
5	Venky	50,000
		41,27,707

Donor	Amount Received	Amount Paid or Expenses paid	Balance Due	Notes
LG	\$49,760	49,760.00		Rs. 25 Lakhs wired by UW of Baroda=\$51,535.47
Cargill	\$85,000	\$1,775.47	\$83,224.53	1. UWI paid from pocket 4% fee of \$2,061.42 to UW of Baroda for their service; 2. overpayment deducted

S.No	From	AMOUNT in INR	Amount in Dollars
1	Amway	-	50,000
2	Agilent Giving	10,27,707	20554.14
3	UWD Auction	6,50,000	13008
4	UWD Membership fee	22,400	448
	Total		84,010.14/-