
Give Foundation



ANNUAL REPORT 2003-04

Year that was

Starting in 2000 as an attempt to raise funds online (and raising Rs131,000 that year), we've come a long way, bringing in several innovations into the world of philanthropy. In the last 4 years of its existence,

GIVE has had several firsts to its credit-

- the first Internet giving site in India and one of the first in the world [August 2000]
- the first "philanthropy marketplace" or "charity exchange" [September 2000]
- the first nonprofit screening and reporting mechanism in India [October 2000]
- the first documented "merger" in nonprofit space in India [April 2002]
- introduced several new "giving mechanisms" in India- "Donor Advised Funds", Charity Accounts, standing instructions, payroll giving, pledge raising [2000-2004]

We closed the financial year, channeling over Rs2.1 crores to NGOs in India this year - our fourth, using a variety of approaches. The total value of resources channeled to the voluntary sector as a result of efforts in the previous year probably exceeds Rs4 crores. Given that a large part of these resources go directly from corporates and donors to the NGOs, it is difficult for us to estimate these figures precisely.

Along the way, we've touched a few thousand lives. Like that of little Kritika, the blind daughter of an autorickshaw driver in Mumbai, who got a Braille Kit worth Rs600 from a donor and went on to score 88.77% in her grade 4 exams. Or the Mahila Vikas Bachat Samiti of Salpuri village in Alwar, Rajasthan, that leveraged

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a Rs3,000 donation to raise Rs75,000 in loans for 14 of its members. Or Nabajyoti Saloi, son of a night watchman from Assam, who found his dream of becoming a doctor a step closer to reality, after getting a donor to support his education...

And we were touched by a few as well. Like by our own accountant Dharmesh, who, through sheer determination, raised pledges worth Rs20,000+ during the Mumbai Marathon. Or by the Rs10 contributions from our "chaiwala chacha" and "pantrywala Patel" to his cause. Or by 9-year old Srinidhi's £10 donation from her piggy bank in London, to help children in Bangalore who are less fortunate.

We've had our fair share of failures and successes, we've learnt a few things from the nonprofit sector, and hopefully contributed to it as well.

We played a key part in catalysing the birth of the "Credibility Alliance", an attempt to bring "standards" into the nonprofit sector. We are now a part of ACCESS, the first attempt at having a global reporting standard for nonprofits. But we haven't yet been able to create a mechanism that has the flexibility to accommodate small grassroots organisations that are not "paperwork-savvy".

We pioneered Internet giving and online "philanthropy marketplaces" worldwide, introduced standing instructions, payroll giving and pledge raising in India and carried out the first "merger" in the Internet philanthropy space. But we're still a drop in the ocean of help that India needs- reaching out to just a few thousand donors, instead of a billion.

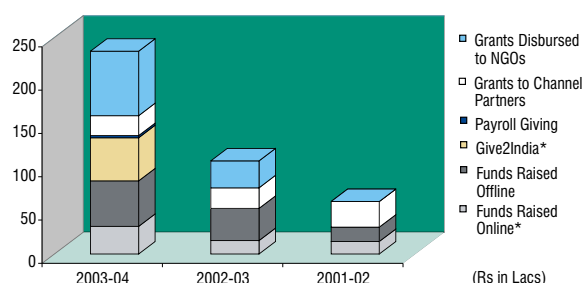


We've helped small nonprofits like Child Aid Foundation in Vijayawada grow to nearly double their size, simply by giving them access to a wide range of donors. But we've struggled to offer a solution to organisations that don't have Internet access.

And so, the effort goes on, as we resolve to put in another year of our best efforts. And hope that as time progresses, we will some day fulfill our dream of ensuring that every person gives back to society what s/he can, that every good nonprofit organisation has access to the resources it needs and that there shall be no one who is bereft of the opportunity to live a proper life simply because they were born in the wrong place.

SUMMARY OF PERFORMANCE INDICATORS

In 2003-04, retail funds raised directly by us went up significantly from Rs52 lacs in the previous year to Rs135 lacs. Additionally, close to Rs71 lacs were channeled directly from individual donors to NGOs under Give2India or through the Mumbai Marathon, thus taking the total contribution of retail funds channeled during the year to over Rs210 lacs.



We estimate the total value of resources mobilised for the voluntary sector went up to over Rs400 lacs this year, if we include direct contributions/ commitments made by companies to NGOs, instead of being routed through GIVE.

Resources Mobilised (Direct)	2003-04	2002-03	2001-02
Funds Raised Online*	32.0	15.5	14.5
Funds Raised Offline	52.5	37.2	16.6
Give2India*	49.8	0.0	0.0
Payroll Giving	2.5	0.0	0.0
Grants to Channel Partners	23.0	23.8	29.6
Grants Disbursed to NGOs	74.4	31.1	0.0
Total Direct Contribution	234.2	107.6	60.7

* Includes funds raised in the USA

(Rs in Lacs)

A key driver of growth was GIVE Foundation Inc., USA, which raised Rs12 lacs online and Rs50 lacs through the Give2India scheme [working with High Networth Individual donors to set up donor advised funds or to support projects].

Payroll Giving, arguably the most promising addition to GiveIndia's stable of activities, contributed Rs2.5 lacs during the year, but was at a momentum of Rs1.5 lacs per month. It is expected to grow substantially in 2004-05.

A full year of Corporate Philanthropy Services (CPS), plus the continuation of philanthropy by old clients has had a significant positive impact on the estimated direct flows to NGOs through corporates.

Other Performance Indicators	2003-04	2002-03	2001-02
Fee Based Income	26.1	15.0	5.9
Income from investments	34.4	34.4	3.9
Expenditure	80.2	38.8	44.2
Earned income as % of total expenses	33%	26%	13%
Expenditure as % of funds channeled	<20%	32%	>50%
Manpower	17	16	13

Fee based income grew 65% to Rs26lacs from Rs15lacs last year. This has helped improve "earned" income as a % of expenditure to almost 1/3rd. However, costs within these services have grown correspondingly, and the net surplus generated by these sources is still small. It is therefore apparent that a mechanism to recover cost of retail operations is important, if the activity is to scale. The total cost of Rs80.2 lacs to mobilise Rs400+ lacs works out to less than 20%.

GiveIndia.org was formally launched on April 18, 2003. The launch party was held at the Taj Land's End, and was well attended by NGOs, media partners, and celebrities. In June 2003, the media campaign for GiveIndia commenced. This campaign was supported by all of India's leading satellite channels including the Star, Sony and Zee groups. These channels aired over 2,000 spots, all pro bono.

Several leading publications also supported the launch of GiveIndia. Among these were Mid-Day, The Afternoon Despatch & Courier, Asian Age, and Business India. The FM Radio medium was also used. Go 92.5 and Win FM aired GiveIndia's radio spots. The print and the radio advertising, like TV, were pro bono.

In June 2003, we also worked closely with GIVE Foundation Inc. volunteers in the USA to launch GiveWorld.org, aimed at donors paying taxes in the USA. The site has done extremely well, raising over Rs12 lacs in 9 months of launch.

In 2003, GIVE was also registered as a charity in the UK. It is expected that a significant amount of resources will be raised from the UK as well in the coming years.

In September 2003, there were further improvisations on GiveIndia. The Payroll Giving module was introduced, and other features like 'My Account' through which a donor can check his balance were added. Other new features were the 'Reminders', and the Gifting module, through which donors can gift a donation in the name of someone. The new site helped make the back-end operations and management much easier.

GiveIndia conducted an online research of 636 Resident Indians and 80 NRIs to understand donor and non-donor behaviour. The survey revealed some interesting insights.

Looking at the potential of Internet Giving, GiveIndia has tied up with a reputed Internet Portal to shortly launch a full-fledged "GiveIndia" channel on their website. The channel is likely to be launched in 2004 and we expect it to give a boost to online donations, besides providing great learning opportunities for the GIVE team on website usability and promotional methods.

The ICICIcommunities.org website continues to receive donations from its loyal patrons. During the year, across all websites, GiveIndia raised over Rs32 lacs through nearly 1,500 individual contributions.



Payroll Giving

GiveIndia launched its Payroll Giving programme in September 2003. Payroll Giving is a system where employees of companies can voluntarily donate a small part of their salary every month to a cause of their choice. GiveIndia's system has been designed to make donating so simple and interactive, that little or no software change is required on any company's part to implement the programme. It is a very flexible programme, where employees can opt out or change their contributions at any point of time. The potential in payroll giving is tremendous, but more importantly, it does a lot towards building a 'giving' culture, by getting the large base of employees to donate in small, convenient instalments.

Group M, India's largest media buying house was the first company to implement the programme. Nearly 60% of the employees of their Mumbai office enrolled on the programme. Soon to join were ICICI Bank, IMRB International, JAM magazine, Indian Banks Association and ICICI OneSource. Interestingly, at IMRB, the programme was completely driven internally, with marketing collateral provided by GiveIndia. GiveIndia also arranged for the heads of 2 NGOs to talk to and inspire the employees at their Delhi office. There was a large turnout at these presentations.

JAM magazine has all of 15 employees, and all of them signed up for the programme! ICICI Bank had 200+ employees enrolled on the programme. By March 31, 2004, within just a few months of launch, there were already 500 employees across different companies contributing Rs1.5 lacs to charity, every month.

There were contributions ranging from Rs50 to Rs10,000 per month. The success of the programme can be attributed to the support of senior people at the companies. E-mails recommending the programme are sent out by the HR Heads. Posters are put up in the office corridors and cafeterias. HR departments in these companies help in setting up presentations to their employees by GiveIndia's executives.

Volunteers in the participating companies have helped by getting their colleagues to sign up. GiveIndia has presented these volunteers with an 'Employee Social Responsibility' Certificate.

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The Standard Chartered Mumbai International Marathon

Perhaps the one single event which gave a big fillip to a “giving culture” was the Standard Chartered Mumbai International Marathon, which was held on February 15, 2004. This was the first time an International Marathon was being held in India. International Marathons are almost synonymous with charity, and it was almost natural that GiveIndia should have been selected to be the Charity Partner for this event because of its uniqueness and strengths- of providing donors and supporters choice of a wide range of causes, from different parts of the country; its stress on NGOs being transparent and accountable to their donors; and the fact that it is an Internet-based organisation. However, GIVE chose this to be an inclusive event, and even NGOs not listed with GIVE were allowed to participate in the event. GIVE assured feedback on contributions only for its listed NGOs.

A very heart-warming part of this Event was the drive to raise funds for Savio D'Souza, India's first winner of an International Marathon, who, years later, continued to struggle to make ends meet, living in a garage with his family. GiveIndia, with the help of Indian Express, raised Rs 1.86 lacs for Savio, a substantial part of which came from pledges raised by billiards maestro, Geet Sethi.

TOP AMOUNTS RAISED BY NGOS

Name	Rs. Raised
NAB India	7.32 lacs
Amar Seva Sangam	6.95 lacs
Magic Bus	1.59 lacs
NASEOH	1.49 lacs
SAMPARC	0.79 lacs

The whole concept of running for a cause is new to India, and we set a target of raising Rs30 lacs through this event. It was most gratifying that we were able to channel Rs52 lacs, thanks mainly due to some highly motivated individuals and organisations. And these individuals ranged from a couple of executives at GIVE who between them raised Rs50,000, to senior directors at ICICI Bank and McKinsey who raised much higher amounts through pledges from their friends and colleagues.

It was amazing to see the energy levels this event generated, and the awareness for running for a cause. Celebrities made known and anonymous financial contributions. The mileage GIVE derived would not have been possible without the help of some celebrities like Tanuja, Rahul Bose and Tara Sharma. Kajol, Tanisha, Mandira Bedi, Perizaad Zorabian, Aditya (Channel V) and several others ran at the Event.

TOP PLEDGE RAISERS

Name	Rs. Raised
Nachiket Mor	7.0 lacs
Peter Theobald	1.5 lacs
Geet Sethi	1.4 lacs
V. Seshadri	0.8 lacs



Corporate Philanthropy Services(CPS)

Corporate Philanthropy Services was started as a division of GIVE Foundation in 2002, and its mission is to promote efficient and effective giving among the corporate sector. We promote philanthropy that is strategic, focused, and outcome-oriented, and we also help facilitate fruitful and accountable partnerships between companies and NGOs.

We believe that Indian corporations have the motivation and the resources to make a strong impact on the social development of India, but there are still significant challenges in implementation. Companies are searching for the best way to link philanthropy to their strategic interests, to choose a meaningful cause with visible impact, to involve their employees in volunteering and charitable activities, and to foster and sustain good partnerships with community organisations (NGOs). CPS aims to help companies meet these challenges by providing time-tested processes, methods, and implementation support. Staffed by a corporate strategy consultant and an experienced NGO evaluator, CPS is able to bridge the gap between the corporate sector and the NGO sector in a way that is enriching for both sides.

CLIENTS-TO-DATE

- ICICI Securities
- Taj Group of Hotels (Indian Hotels, Ltd.)
- Mphasis BFL
- Godrej Sara Lee
- Philips India
- Bombay Stock Exchange
- Geometric Software
- ING Vysya
- UTI Bank
- Jindal South West Foundation

THE STRATEGIC PHILANTHROPY PROJECT

In the course of our client experience over the past 1½ years, CPS has developed a process for helping a company with its philanthropy. Each client project is unique, but it usually involves some combination of:

- Assessment/Baselining of current philanthropy activities
- Internal input-gathering (management interviews, employee workshops and surveys)
- Analysis of business activities and long-term strategic interests
- Facilitation of Steering Team decision-making process to promote organisational ownership of philanthropy
- Articulation of company's philanthropy mission, objectives, and metrics of success
- Selection of target issue area, beneficiary group, and geographical focus of work
- NGO search and selection (due diligence is based on Credibility Alliance criteria)
- Design and negotiation of corporate-funded programme, including detailed budget and implementation plan
- Finalisation of Corporate-NGO partnership, including MoU and communication plan
- Design and set-up of employee volunteering projects



Corporate volunteers
giving back to the community

In our experience, a focused approach to CSR greatly increases the quality of the outcome in social development projects. GIVE's structured process ensured involvement and ownership across the organisation. GIVE effectively advised BSE in defining a focus area and identifying the right projects, which has enabled us to meet our CSR objectives successfully.

- Dr. Manoj Vaish
Executive Director and CEO, Bombay Stock Exchange

HIGHLIGHTS OF OUR CLIENT WORK

Godrej Sara Lee

- Based on senior management and employee surveys, selected theme of health education for young children, especially in the area of hygiene and sanitation
- Identified Mumbai-based NGO, Children Toy Foundation, facilitated partnership in creating "health education mobile van" to teach children through interactive games and activities
- Delivered an organisational plan for ongoing execution, including human resources and policies required to promote and sustain employee volunteering projects

Philips India

- Conducted nation wide input-gathering process to arrive at a two-part philanthropy strategy: a national programme and local office-based initiatives
- Using theme of "Philips as Enabler", chose primary health in rural areas as focus of national programme
- Developed and launched unique health fellowship that sponsors doctors to live in rural areas and train villagers on primary health care, thus imparting capacity
- NGO partners selected for the pilots- Trust for Reaching the Unreached(TRU) in Vadodara and Child In Need Institute(CINI) in Kolkata

Bombay Stock Exchange

- Helped BSE identify theme of economic empowerment through financial education, in keeping with BSE's mission of promoting economic development

- Commissioned creation of innovative curriculum for teaching street youth basic financial concepts, from monthly savings habit to starting a micro-enterprise
- Identified Mumbai-based NGO, Kherwadi Social Welfare Association(KSWA), working with unemployed youth to provide vocational training
- Implemented pilot economic and entrepreneurial education courses for unemployed youth, thus allowing them to be economically self-sufficient

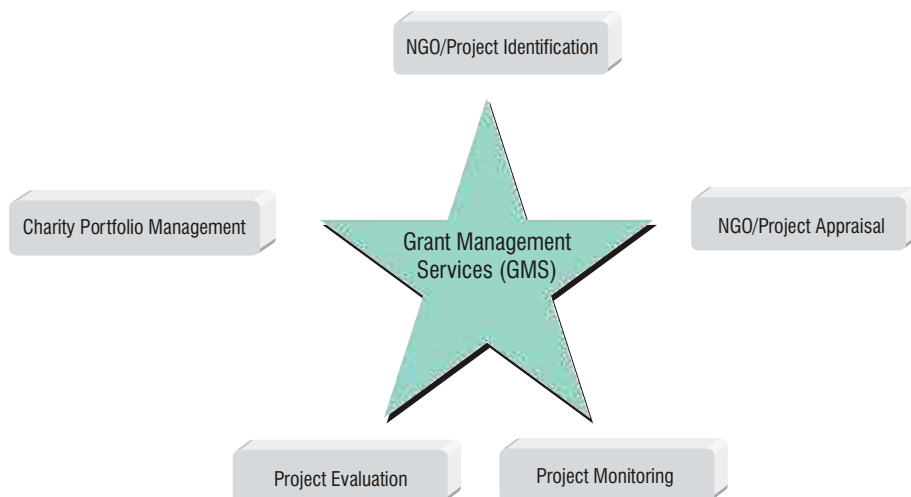
LOOKING AHEAD...

In 2003-2004, Corporate Philanthropy Services evolved from a nascent service provider to a thriving consultancy to leading Indian companies. Since its inception, CPS clients have been willing to compensate GIVE Foundation on a cost basis for the services we provide, given that our services are valuable enough to merit such compensation. In the coming year, CPS is looking to expand the scope and variety of philanthropy services offered to companies. Our aim is to continue to provide needed and valuable services to the corporate sector, while also aiding in GIVE's mission to channel charitable donations in an effective and accountable way.



Mphasis employees
in the preschool they sponsor

Grant Management Services(GMS)



MONITORING & EVALUATION

During the year we undertook monitoring and evaluation of two projects worth Rs205 crore for the Government of Gujarat: the second phase of Women's Livelihood Restoration Project (WLRP) and the Sampoorna Grameen Rojgar Yojana (SGRY). We are greatly encouraged by the opportunities these assignments offered us to make a real difference on the ground. This was possible, chiefly, because:

- ▶ the government departments were keen to know the real picture. The Commissioners asked us time and again to report if we faced any difficulty in gathering information or in reporting the findings.
- ▶ the departments insisted on presenting interim reports and took immediate corrective measures. We were pleasantly surprised when in the course of one of our discussions, the Commissioner, Rural Department, took us into a video conference with DRDA officials, asked us to share our findings, took their feedback and announced his decision based on our recommendations!
- ▶ the Commissioners were open to new ideas and approaches. When we informed the Commissioner & Secretary, Women & Child Development Department that we would like to share our interim report with all the 59 NGOs (as we saw immense scope for them to learn from each other), she decided that the

department organise a one day seminar where we presented our findings, concerns and recommendations. To this day, NGOs share with us how the interaction helped them achieve better results.

MANAGING SMALL GRANTS PROGRAMME

Our Small Grants Programme, which we manage for a large Bank, was wound up during the year on our recommendation. We made 12 onward grants with sanctions of Rs 90.40 lacs, of which 7 projects are in progress. Each of the grants has helped us understand better the craft of grant making in areas such as project planning, defining project deliverables using verifiable indicators, scheduling disbursements, reporting, mechanisms to handle time and cost escalations.

We have been able to take proactive steps to help grantees plan their projects better, prepare for contingencies, put in place tracking systems at the start to monitor key indicators and report deviations. The frequency and quality of our dialogue with grantees has improved.

During the year, we had the opportunity of sharing our learning, with Programme Officers of donor agencies and foundations, as Faculty at the training programme for Grantmakers organized in Delhi by Sampradaan (SICP) in December 2003.



WLRP-Women at their
income spinning wheels!

“...The reality is that this (metrics) is precisely where I plan on relying on GIVE and your past experience.”

- Christina & Antoine Firmenich
Supporting an Orphanage Project

MANAGING DONOR ADVISED FUNDS

Client	Purpose	Location	Rs Lacs*	Proposed Outcome
Venture Capitalist, USA	Micro enterprises	Bangalore	45	Entrepreneurship promoted and jobs created for the poor. Profits/interest from the successful ventures in turn would create more jobs.
Software Professional, USA	Innovation in farming	Guwahati	10	Improved farm productivity for small farmers.
Business Owner, Switzerland	Orphanage	Mumbai	60	Education for 50 children through college. Equal opportunity for employment when they grow up.
Banking Professional, Singapore	Electricity for a village	Orissa	25	Electricity for irrigation and public use resulting in sustained higher levels of income. Proven means of achieving sustainable livelihood through cultivation, harvest and collection of non-edible vegetable oils as a source of energy.

* Estimated

We had a fairly encouraging response to our value added services for high net worth individuals. Launched as Give2India, these services help large donors identify the NGO/project that is most suited to make a high impact in the area (cause/location) close to their heart. Soon after a US based India venture capitalist asked us to manage his fund of US \$100,000 for micro enterprises, we had three other clients who signed up for very interesting high impact projects, involving unconventional approaches ranging from bringing bio-diesel electricity to village Tileikani, Orissa to helping farmers in Assam improve their productivity through innovative methods.

The projects are in the initial stages and are expected to take off in September 2004.

Depending on the range of services a donor opts for, we identify “good” NGOs using our indigenously developed Organisational Credibility Assessment Framework, help short listed NGOs work out projects with clearly defined deliverables, verify costing, structure the grant, draft the contract, set up reporting systems and monitor (onsite and offsite) implementation. We help the donor take key decisions based on timely, factual assessments and reports.

In the next three years, we see ourselves channeling significant amounts of resources to the voluntary sector in India through Donor Advised Funds.



Tileikani- on the road
to generating bio-diesel electricity.

Financial and Accounting Management Services(FAMS)

FAMS provides support to nonprofits in developing rigorous accounting systems, that help them report accurately to donors on how their contributions were used. The year 2003-2004 held many twists and turns for FAMS. In brief the highlights of the year are:

- ▶ Completion of the Pratham project- FAMS completed designing and implementing a comprehensive accounting system for Pratham India Education Initiative that allows them to track donor funds to individual Pratham projects in different parts of India, and be able to report back on the same.
- ▶ The FAMS team shifted to Mumbai from Ahmedabad in the third quarter- this was an unexpected but welcome move since we could now increase our geographical reach.
- ▶ New projects in Mumbai - We networked with a few NGOs and forged a relationship with Dasra, an intermediary organization that supports nonprofits. During the year, FAMS worked with Akanksha and Magic Bus in Mumbai.
- ▶ Training programme and seminars - FAMS presented a paper in the discussion on the Technical Guide on Accounting and Auditing for Not for Profit organisations held in Delhi by Financial Management Services Foundation. We also conducted a training programme in the Annual Meet of VANI in Bangalore.

TALLY FOR NGOS

Tally is the most popular accounting software in India, with an estimated 80+% market share. GIVE approached Tally with the idea of creating a customised, non-profit version of Tally to be distributed at extremely low costs, and they responded positively. We did a preliminary requirement analysis for them and will be involved in the Beta testing of the product during 2004-2005. We believe that a customised nonprofit version of Tally for NGOs is a big step forward towards achieving our objective of making it easier for nonprofits to be transparent in their reporting.

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