



Annual Report
2002-03

VITAL STATISTICS

- Not-for-profit company registered u/s 25 of the Companies Act, 1956. (Reg # 04-37902, 28-4-00- RoC, Gujarat).
- Registered u/s 12A of the Income Tax Act, 1961, and u/s 80G with the CIT, Gujarat III, valid till March 31, 2005. (Reg. No. HQ-III/33(178)/2000-2001.
- Registered under FCRA with the Ministry of Home Affairs, GoI (Reg #II/21022/64(67)/2002-FCRA-III)
- Bank Accounts with ICICI Bank Ltd., in Mumbai and Ahmedabad.
- Deloitte, Haskins & Sells are the statutory auditors.
- Nishith, Desai & Associates are legal counsel.

RAISON-D'ETRE**MISSION:**

To promote the act of "giving", by helping good NGOs raise funds, and promoting greater transparency and accountability in the 'third sector'.

VISION:

A vibrant market where donors and NGOs can meet, understand each other and transact.

BOARD OF DIRECTORS**N. Vaghul, Chairman**

Chairman, ICICI Ltd., Businessman of the Year 1992 (BI) and one of India's most respected professionals.

R. K. Krishnakumar

Vice Chairman, The Indian Hotels Ltd., and Director, Tata Sons Ltd.

Rama Bijapurkar

Strategic Marketing Consultant, with a track record in organisations like MARG, Nielsen & McKinsey

Tarun Das

Director General, CII and highly respected for his contribution to Indian industry.

Vijay Mahajan

MD, BASIX, a well-established microfinance company, and arguably among the leading NGO professionals in India.

Venkat Krishnan N.

Director- GIVE Foundation.

Directors of GIVE are not paid remuneration or sitting fees. GIVE is grateful to them for lending their support pro bono.

LIST OF STAFF/CONSULTANTS

- Amita Chauhan
- Balaji Iyer
- Binu Thomas
- Dharmesh Valera
- James Paulose
- Jasmine Wadhawan
- Kala Balan
- Kimberly Manno
- Mathan Varkey
- Prasoon Mallik
- Pravin Dhuri
- Pushpa Aman Singh
- Rohan Gogoi
- Smita Agrawal
- Tejas Merh
- Vinod Varma

GIVE acknowledges the contribution of its volunteers in India and USA.

ACTIVITIES / SERVICES OFFERED AT A GLANCE

ICICIcommunities	This portal is a secure & trusted way to help the millions of economically & socially challenged citizens of India, by donating, volunteering, shopping craft produced by poor artisans, and otherwise.
GIVE Online	India's first and so far only online donation portal that allows donors to choose NGOs and make instant donations to them, and get to know how their money was used.
Financial & Accounting Mgt Services	Focused on helping NGOs in reporting to donors, setting up simple, transparent and useful accounting & monitoring systems.
Corporate Philanthropy Services	Helps companies to be strategic about their philanthropy, and align philanthropy with business strategies..
Grant Management Services	A service that assists grantmakers with identifying NGO partners, appraising projects, monitoring and evaluating grants.

ROLE OF ICICI Ltd., ICICI Bank Ltd. And ICICIcommunities.org

GIVE Foundation has been substantially supported by ICICI Ltd and ICICI Bank Ltd., not only in monetary terms, but through people, contacts, space, and a variety of other resources from the ICICI Group.

However, neither ICICI Ltd. nor ICICI Bank own any stake in GIVE Foundation nor control it in any way. The website ICICIcommunities.org is owned and managed by GIVE Foundation. The ICICI brand has been licensed free of cost by ICICI Bank to GIVE Foundation for use in order to enhance the credibility of the site.

Annual Report 2002-03

For GIVE Foundation, the year 2002-03 was marked by expansion in the scope of its activities, with the introduction of 3 new services to NGOs, grant-makers and corporations-

- Corporate Philanthropy Services (CPS) help corporations develop a strategic and integrated approach to their philanthropy as opposed to ad-hoc cheque writing.
- Grant Management Services (GMS) help grant-makers identify and/or appraise potential grantees, monitor project implementation and evaluate projects post-implementation.
- Financial and Accounting Management Services (FAMS), which form the “NGO capacity building” component of our work, help NGOs become more transparent and accountable to their donors and trustees/directors.

These services were offered in addition to ICICIcommunities.org (and soon GiveIndia.org), the website that allows individuals to donate to transparent and credible organizations. Together, these services allow GIVE Foundation to

GIVE FOUNDATION-RESOURCES CHANNELED TO THE NONPROFIT SECTOR

Particulars	2002-03	2001-02
Funds raised online for NGOs	15.5 lacs	14.5 lacs
Funds raised offline for NGOs	37.2 lacs	16.6 lacs
Grants disbursed to NGOs	31.1 lacs	0.0 lacs
Total direct contribution	83.8 lacs	31.0 lacs
Estimated increase in cash flows to NGOs through corporations	90.0 lacs	0.0 lacs

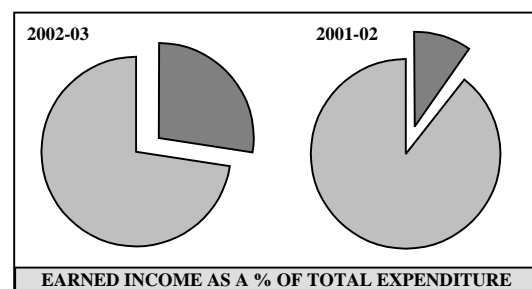
reach out to anyone who would like to contribute financially to benefit the underprivileged in India through the nonprofit sector.

During the year, the Foundation's core activity of fundraising grew only slowly, as we focused a lot of our energies on building a new version of our website that would allow individuals to contribute through a wider range of

mechanisms, including payroll giving, setting up “charity accounts”, gifting donations and so on. Retail funds raised online grew marginally from Rs 14.5 lacs in 2001-02 to Rs 15.5 lacs in 2002-03. Funds raised offline grew from Rs 16.6 lacs to Rs 37.2 lacs, largely on the back of a very successful cricket match organized in December 2002.

Significantly, GMS made grants worth Rs 31.1 lacs during FY2002-03 (nil in the previous year) and CPS has helped the companies we work with set up a budget for philanthropy, thus ensuring a substantial increase in cash flows available to the nonprofit sector- we estimate the increase to be of the order of Rs 90 lacs a year.

A key consequence of the introduction of the services in FY2002-03 has been a boost to our goal of becoming financially self-sustaining. Earned income grew in FY2002-03 to become 26% of total expenses, as against 12% in FY2001-02 and nil in FY2000-01. Continuing that trend, we hope that earned income will exceed 40% of our expenses in FY2003-04, and gradually grow to constitute 100%. This would significantly enhance GIVE's ability to sustain the value proposition of passing on 100% of individual donors' contributions to the organizations of the choice.



We continued our efforts in promoting accountability and transparency in the sector through active engagement with the Credibility Alliance, a consortium of nonprofits in India that are working towards setting minimum credibility norms that nonprofit organizations should be able to meet. The Alliance norms have now been disseminated to over 15,000 nonprofits in India, and of the more than 2,000 organizations that have responded, above 95% are in agreement with the proposed norms. During the year, GIVE Foundation became an early adopter of the Alliance norms by requiring them, both for listing organizations on its websites, as well as for eligibility under the Small Grants Program that we manage for corporate grant makers. We continue to disclose information in this report, in compliance with these norms.

In the international arena, a major step forward was the incorporation of GIVE Foundation Inc., USA, as a nonprofit organization registered with the IRS under section 501(c)(3) of the Internal Revenue Code. GIVE Foundation Inc. is a 100% volunteer driven effort being driven from the Bay Area and has tied up with GIVE Foundation India to raise funds for “credible” nonprofit organizations. Efforts to set up GIVE in the UK are under way. Incorporation of GIVE UK is complete and tax exemption status currently awaited. GIVE UK is also a 100% volunteer driven effort. GIVE Foundation nominates 1 trustee on the Board of GIVE Foundation Inc., USA and 2 trustees on the Board of GIVE UK.

Operationally, GIVE Foundation set up a base in Mumbai for fundraising and website promotion activities, and built a full-fledged “Marketing” team that we hope will contribute substantially to retail fundraising in the years to come.

Going Forward:

Scaling up the retail fundraising effort and yet keeping it efficient will continue to remain the biggest challenge for us. The focus in FY2003-04 will be on

- (a) Launching the new website www.GiveIndia.org, promoting it aggressively through pro bono advertising in mainstream media as well as on the internet, and increasing the amount of money raised online significantly.
- (b) Identifying and implementing 2-3 offline retail fundraising approaches (like payroll giving or 1-1 direct fundraising) that have the potential to be efficient.

We continue to remain reluctant to explore fundraising techniques or methods that cost more than 15-20% in terms of fundraising efficiency, even though there appear to be several opportunities in the traditional direct marketing and direct mail domains.

Another key goal for the coming year will be having each of the “Services” develop into strong “income centers” that not only provide high value to institutional donors and NGOs, but also generate adequate cash flows to cover a greater portion of our operating costs.

Retail Fundraising:

In 2002-03, our energies were focused on promoting ICICIcommunities.org on the Internet, on setting up GiveIndia.org and enlisting more NGOs on the website. Offline, we organized a very successful fund-raising cricket event and a one-off direct mailer aimed at generating regular donations.

During the year, we forged partnerships with leading Indian portals like MSN.co.in, Rediff.com and Yahoo! India. We also had advertising partnerships with Mediaturf & Opticlick, the biggest Internet ad-serving networks in India and with over 50 other portals, in India and abroad. We also inked content partnerships with portals like Expressindia.com and Indiainfo.com to promote the website.



The development of GiveIndia.org, our new website aimed to raise funds from a wider public audience, neared completion. The much-delayed site is expected to launch on April 18, 2003. A 30-second television ad has been produced for GiveIndia.org. The PSA was created and produced by Advertising Avenues, at cost. The communication primarily focuses on the ease of helping India's underprivileged through GiveIndia.org. Efforts are on to tie up media partnerships with television channels and publications to promote the website.

Offline, a cricket fund-raising event was organized with the help of 5 mutual funds, viz.

Franklin Templeton, JM Morgan Stanley, Kotak, Zurich, and Prudential ICICI. The event was held at the CCI Brabourne Stadium in Mumbai on December 18, 2002, and was organized by cricketers Shishir Hattangadi and Sanjay Manjrekar. Several leading players participated, including Anil Kumble, J Srinath and Dinesh Mongia from the current squad. Rs 21 lacs were raised, and distributed equally between 6 NGOs AWAG, ASSIST, IICP, SAIKRIPA, SAMPARK and TANKER Foundation. Updates on how the funds were used have been posted on the website.



A direct mailer allowing people to give “monthly standing instructions” to their Bank to contribute a fixed sum every month from donors' accounts met with reasonable success, attracting over 800 new contributors, and an average monthly contribution of around Rs100. Efforts in the coming year will be geared to launching the new website and promoting it aggressively through various media, identifying and organizing 1-2 specific events, and focusing offline marketing efforts on 1 or at most 2 efficient modes of fundraising, such as Payroll Giving or Charity Advisory Services.

Corporate Philanthropy Services:

In June 2002, GIVE Foundation began a new unit called Corporate Philanthropy Services (CPS). Our aim was to operationalize our strong belief that there is great social and business benefit from being strategic and focused about corporate philanthropy.

It is our view that companies in India are deeply committed to their communities. However through extensive interviews and informal conversations with business leaders, we discovered that frequently companies do not know which causes to support or how to link their philanthropy to the business itself. In many companies, this has led to “haphazard and unfocused giving” a situation that has minimal long-term impact in the community.

WHAT OUR CLIENTS SAY ABOUT US...

"The Taj Group has been involved in major Community Initiatives for several years. However there was no strategic framework within which the Key Community was defined or no thematic approach as to how we can maximize our impact in our key communities. GIVE foundation helped us do precisely that" -
BERNARD MARTYRIS
Senior Vice President - Human Resources
The TAJ Group of Hotels

WHAT OUR CLIENTS SAY ABOUT US...

GIVE turned out to be a great find for us. We had been grappling with vague, good sentiments, but not knowing exactly what to do or where to start. They helped us clarify and articulate our intentions, resulting in a practical plan for effective and meaningful community involvement. They have demonstrated a rare combination of sensitivity to business considerations and expertise in effective philanthropy. Any company wanting to convert good intentions into a workable yet idealistic community initiative will definitely benefit from GIVE's services.
JERRY RAO
Chairman & Managing Director
MphasiS BFL Ltd.

Through CPS, we help companies to develop and implement uniquely-tailored plans for their corporate philanthropy. By philanthropy we mean both financial and non-financial support, so we also encourage our corporate partners to think broadly and creatively about what they can contribute back to society.

We developed a comprehensive 5-step process that we use with our corporate partners to create or refine their strategy for community involvement. The goal of a CPS project is to develop a community plan that matches the company's values, culture and core competencies as well as the company's objectives in the community. We conduct employee interviews, senior management interviews and focus groups to ensure company participation from all levels in this process and to develop a plan that best reflects the company. We also help the company to find the right NGO partner, to develop appropriate programs to support, and to kick off the initiative with

key stakeholders.

In 2002-2003, GIVE Foundation launched CPS with three prominent companies:

Taj Group of Hotels:

- Developed “Building Livelihoods” as key theme for Taj Hotels, and created model and certificate program for training the underprivileged in food production and housekeeping.
- Assisted 10 hotels in developing their specific community programs
- Integrated community efforts into Taj's strategic planning process.

MphasiS BFL Software:

- Determined focus area for MphasiS community efforts: working with adolescent youth to keep them in school.
- Selected partner NGOs in Bangalore and Mumbai and managed the recruitment process for new MphasiS employee to run community program at MphasiS.
- A letter from the CPS head outlining this project was featured in the MphasiS Annual Report.

ICICI Securities (i-SEC):

- Determined focus area for i-SEC: primary education in a local municipal school.
- Selected partner NGO to implement programs and organized kick-off event.
- Put processes in place to continue programs.

Going forward ...

GIVE Foundation believes that the CPS work should be valuable enough to companies that they are willing to pay a reasonable fee for our services. In 2002-2003, CPS clients were willing to compensate GIVE Foundation on a cost basis for the services we provided through CPS. Our goal is to continually improve our services in 2003-2004 and beyond to ensure that we are providing needed and valuable services to the corporate community in India.

Going forward, our goal is to reach more companies with the message of strategic corporate philanthropy. We look forward to updating you on accomplishments in 2003-2004!

WHAT OUR CLIENTS SAY ABOUT US...

"It was great working with GIVE. GIVE facilitated the entire process of putting a CSR program in place by not just winning our hearts but also our admiration by the sheer competence, professionalism and aggressiveness needed to take matters to their logical conclusion"-
 LOVLEEN JOSHI
 Asst Vice President- Human Resources
 ICICI Securities

GRANT MANAGEMENT SERVICES:

Client	Dept. of Women and Child Development Govt. of Gujarat
Project	Women's Livelihood Restoration Project
Location	Kutch, Jamnagar, Surendranagar, Patan, Rajkot (Gujarat)
Nature of Work Done	Verification and evaluation of 20% of 6,000 beneficiaries, provided support through 59 NGOs critically earthquake affected districts of Gujarat, the scheme of self-employment as a part of the Women's Livelihood Restoration Project.
Approximate Project cost: Rs 3.50 cr	

Around August 2002, we launched formally Grant Management Services to promote effective and efficient grant making and grant utilization so that every rupee of social investment benefits the maximum number of lives. Having screened over 1,000 NGOs in the last two years, coupled with monitoring projects for funds we raised and disbursed for the Gujarat earthquake affected and Orissa Food Relief, we had gained a fair understanding of how to monitor and evaluate programme effectiveness using simple tools. We had also consolidated our learnings from managing a Small Grants Programme for ICICI Bank Ltd. Today we offer a suite of services covering NGO/project identification, appraisals, monitoring and evaluation.

In 2002-03, we managed grants worth **Rs 9.5 crore** for government depts., corporations and grant making institutions. Our approach to grant management is driven by transparency and accountability to all constituents, outcome-orientation to enhance impact of current and future work, and a capacity-building orientation that helps grantees learn from evaluations.

Our systems and processes ensure that our evaluation is transparent to the grant maker, NGOs and beneficiaries, irrespective of who is our client. For instance, we presented our findings to all 59 NGOs who were evaluated by us under the Women's Livelihood Restoration Project at a workshop organized by the Govt. of Gujarat. We also make our response time known to our grantees in Small Grants Programmes and make ourselves accountable to them, by, among other things, explaining reasons for rejection of applications.

Client	Azim Premji Foundation
Project	Programmes for Universalizing Elementary Education
Location	Gujarat, Andhra Pradesh
Nature of Work Done	Program/financial evaluation of projects that aimed to mainstream and educate children
Approximate Project cost: Rs 4.30 cr	

We consciously take up only those assignments where we see an opportunity to add value resulting in overall increase in the impact of programme. We adopt a problem solving approach while monitoring and evaluating projects. It has been rewarding to see immediate implementation of our recommendations. For instance, the Women and Child Development of Gujarat decided that henceforth all livelihood support programmes involving animals should provide for insurance. We do not provide services to projects that do not have development value.

What we learnt:

While we have done but a few assignments, each of them has been an intense learning experience for us. We have seen how communication gaps between grant makers and grantees can cause problems. We have realized the importance of detailed planning prior to project implementation, of defining measurable outputs and outcomes and linking disbursements to them, of creating a mechanism for periodic review of the rapidly changing realities on the ground.

Client	Society of Publishers, Asia (Hong Kong)
Project	Orissa Food Relief Programme
Location	Rayagada, Orissa
Nature of Work Done	NGO and project identification, monitoring and evaluation of food relief support for 60 days for 263 hunger affected in Rayagada, Orissa.
Approximate Project cost: Rs 1.30 lacs	

WHAT OUR CLIENTS SAY ABOUT US...

"I read every page of your report. They are to the point and useful. You are doing good work. Can you develop an appraisal system that can be used by our staff for all our programmes?" -
RITA TEAOTIA
Secretary- WCDS, Govt of Gujarat

We've learnt that grantmakers should encourage grantees to clearly state and estimate overheads. That grantmakers need to provide for the capacity building of NGOs in the areas of MIS and Accounting and Financial Management. That grantees need to understand terms and conditions governing the grant and proactively keep the grantmaker informed of any changes on the ground. That both grantmakers and grantees need to respect each other's position and remain transparent and accountable to each other to achieve overall programme effectiveness.

Going forward:

We see a definite need for Grant Management Services of the kind we offer, as donors are increasingly keen to measure the impact of their support. Both grantmakers and grantees appreciate objective assessments and feedback, especially when it is focused on actions that need to be taken on a going forward basis.

WHAT OUR CLIENTS SAY ABOUT US...

"This is the first time that we are going through such an exercise. We realize the importance of tracking project wise how we spend money."
MR LEELADHAR
Trustee, Bhojya Sarvodaya Trust
Grantee of American India Foundation

FINANCIAL & ACCOUNTING MANAGEMENT SERVICES:

Service	Description
Accounting Systems & Solutions	Simplified and customized accounting systems to meet the varying needs of an organization and its donors.
Financial Management & Information System	Provides information to enhance organization's financial sustainability. The system supports generation of a wide range of reports, viz. Donor Mandated Board/ Trustees/ Managers' requirement, etc.
Training & Workshop	FAMS's approach to capacity building has strongly revolved around training and workshops for NGO personnel. We believe that after a preliminary intervention, the NGOs should be capable, internally, to move on to better systems.

FAMS started in response to a pressing, on-the-ground need for help to strengthen systems of nonprofit organizations, to help them report to their donors in a more transparent and accountable manner. As an independent SBU within GIVE Foundation, it now assists NGOs in making their Financial, Accounting and Internal control systems more dynamic, efficient and robust. Carrying forward GIVE's mission, transparency and accountability are build into any system we help design for an organization.

FAMS has been providing these service in response to a clearly articulated need of NGOs, specially those workin

g in a multiple project/donor environment. We take a partnership approach to capacity building, with initial effort spent on understanding the constraints within which the organization operates. Based on a detailed assessment exercise, a system is designed and refined in consultation with the NGO staff members to arrive at the optimal solution for the organization. The process involves conceptualizing, designing and implementing systems and training NGO staff to take charge of the system with a lot of handholding and support from FAMS.

Client List
Kutch Nav Nirman Abhiyan
Janvikas
Behavioral Science Centre
Saath
MARAG (Maldhari Rural Action Group)
Unnati
Pratham and its network NGOs
Manav Sadhna