



Gije

Annual Report  
2001-2002

## BOARD MEMBERS

<b>N. Vaghul</b>	Chairman, ICICI Ltd.
<b>Dr. Tarun Das</b>	Director General, CII
<b>Vijay Mahajan</b>	MD, BASIX
<b>Rama Bijapurkar</b>	Strategic Marketig Consultant
<b>R K Krishna Kumar</b>	MD, The Indian Hotels Co. Ltd.
<b>Venkat K N</b>	Director, GIVE Foundation

## VITAL STATISTICS

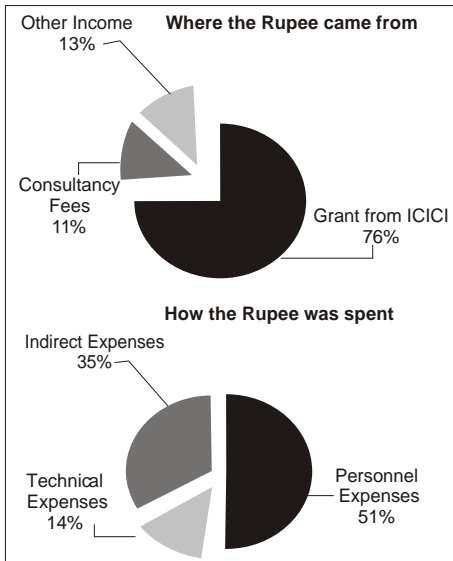
- Company registered u/s 25 of the Companies Act, 1956. (Reg# 04-37902, 28-4-00- RoC, Gujarat).
- Registered u/s 12A of the Income Tax Act, 1961, and u/s 80G with the CIT, Gujarat III, valid till March 31, 2005. (Reg. No. HQ-III/33(178)/2000-2001.
- Prior permission to receive foreign contributions for Gujarat Earthquake Relief (No. II/21022/94(889) 2000-FCRA-IV). Application for general registration is pending for approval.

## PROJECT DETAILS

Clients	Project Area	Project Description
GIVE Online & ICICIconmunities.org (Own projects)	Trusted gateway for worldwide donations to Indian NGOs.	Allows users to donate, shop craft, volunteer and read developmental news.
Corporate Client (Name withheld on request)	Small grants program - end to end grant management services	Evaluation, disbursement and monitoring small grants to NGOs through a transparent process based on defined project outcomes.
Kutch Nav Nirman Abhiyan, Unnati, SAATH	Donor related Financial and Accounting Systems	An integrated Accounting, Internal Control & Donor Management Information System.

## FINANCIAL SUMMARY

Statutory Auditors: Deloitte, Haskins & Sells...



### Audited Income & Exp. Statement for the year ended March 31, 2002

Expenditure (Rs Lacs)		Income (Rs Lacs)	
Personnel	22.47	Grants	33.72
Technical	6.22	Fees	5.07
Indirect	15.50	Other Inc.	5.93
Surplus	0.53		
<b>TOTAL</b>	<b>44.72</b>	<b>TOTAL</b>	<b>44.72</b>

### Balance Sheet as at March 31, 2002

Assets (Rs Lacs)		Liabilities (Rs Lacs)	
Fixed Assets	3.35	Capital	4.13
Investments	42.54	Grant c/f	39.03
Current Assets	2.86	Current Liabilities	5.59
<b>TOTAL</b>	<b>48.75</b>	<b>TOTAL</b>	<b>48.75</b>



**Radhamma** is an eleven year old girl from Gumanahalli, Karnataka, whose father is a daily wage labourer earning around Rs.20 per day. Her mother also works occasionally to sustain the family.

One of the seven girl children in the family, Radhamma's life took a sad turn as she was run over by a truck, when she was a five-month-old baby. She put up a brave fight against all odds and attended school up to Std. VII. But peer pressure and constant ragging by her friends made Radhamma quit studies and attend to domestic chores. Volunteers from Grameena Abyudaya Seva Samsthe, a **Mobility India** partner, identified her five years back. Thanks to a GIVE Online donor, she has been provided with artificial limbs fitted with a Jaipur foot. A confident Radhamma is all smiles today and is eager to undergo vocational training to stand on her own feet!

It is a wonderful experience for us to be able to help you reach out to people like Radhamma. In the last year, we have had the opportunity to bring smiles to the faces and happiness to the families of over **10,000** people.

It did not matter from which part of the globe donors clicked their mouse, each donation was delivered to its destination: be it Kalyansingpur in Orissa or Mewat in Rajasthan or Dindigul in Tamilnadu. The numerous stories of hope that we could report back to donors only proved that it was so easy to change lives if you wanted to.

During the year, donors contributed close to **Rs 50 lacs** for causes ranging from fighting hunger in Orissa, to providing Braille kits, to sponsoring dialysis. It has been a year of hard work for us: setting up systems to process donations, making timely disbursements, helping NGOs to track usage and write feedback. There were moments of frustration and doubt: are we imposing reporting standards that made no sense to field workers struggling to help a tormented woman get back on her feet? Was it too much to ask for the photograph of an old

man who had been just wheeled out after a cataract operation? Often, our work looks like a heartless tracking of numbers on a spread sheet, but our team members' faces light up each time we receive pictures of people whose lives we have helped change, reminding us that our work does make a difference.

LIVES WE HAVE HELPED CHANGE	
CHILDREN	3,597
WOMEN	898
DISABLED	3,118
HOUSEHOLDS	1,956
OTHERS	489
<b>TOTAL</b>	<b>10,058</b>



I was attached to GIVE through a summer training project. The project was very similar to the kind of work I had planned to do in the voluntary sector. I wanted to continue the same kind of work, so I joined GIVE.

My personal objective is to help professionalise the third sector. It matched the vision of GIVE. I feel it will be most satisfying if my personal goals match the goals of the organisation I work in.

I have been with GIVE Foundation for the last six months. My work deals with developing accounting and financial management systems for NGOs, an aspect of NGOs ignored for quite long. There is a general impression that NGOs are not accountable to any one. By setting up such systems I am actually contributing towards making this sector more transparent. In a broader sense I feel satisfied that I am doing something to bring in some sense of fairness in the world. My dream is to be able to bring the issues of NGOs' accounting systems to a national level and lead to the formulation of accounting and reporting standards for NGOs.

**-Tejas Merh, Chartered Accountant**

We began the year with the addition of 3 members to our team. As the year went by, we lost a few good people, but were able to find other good people replace them. If one area has been a challenge to us in GIVE, though, it is managing human resources - we have been able to attract the best talent, but it has not been easy retaining them.

We are a young team with an average age of 28 years, high on enthusiasm and driven by a passion to make the world a better place. We know that we have an uphill task ahead, working on transparency and accountability in our sector: and the first step is to apply the highest standards to ourselves and our own organisation. We work professionally to targets. We use systems effectively, and bring our skills to maximum use. We set deliverables for ourselves, measure performance, and try to work to a strategy where possible.

Quite a few of us start work at GIVE without prior exposure to the voluntary sector. However, we're gradually learning to understand the voluntary sector, appreciate the constraints in which most organisations work, and becoming sensitive to their needs.

We invest in our people to ensure that we have the right skills and exposure. While most of our members attended training programs during the year, some team members were invited as faculty and resource persons for training programmes and seminars in the sector.

This page would be incomplete without the mention of our team of volunteers who have been our extended arms, feet, eyes and ears, helping us in more ways than one. Every GIVE team member takes pride and responsibility saying **"GIVE is as strong as I am!"**

WORK WE DO	
AREA	# STAFF
MARKETING	3
DONOR MANAGEMENT	4
CONTENT & DESIGN	3
PROGRAMMING	2
MIS & BACK OFFICE	1
FINANCIAL MANAGEMENT & CAPACITY BUILDING	2
<b>TOTAL</b>	<b>15</b>



I read about your Organisation through ICICI Bank Website which I use for my Internet Banking. For the last several years I have been sponsoring Education of atleast 1 child in a year to enable him to get a good start in life. I strongly believe that a good education can make a difference to the children in society and help them in making good citizens in future. I saw that you had a option for funding education and hence I opted for the same. As a matter of fact a few days back I have also contributed to 'Give Online' for a similar donation for this year to another child. I feel good after making a donation as I think it is a step towards giving back to the society the dues which we owe. However, I still think more needs to be done. Your feedback system is very good and gives confidence to the donor that the money spent is well utilised.

-Aloke Palsikar

Over fifty percent of donations through GIVE Online come from regular donors. While donors like **Mr Khanna** find the site a convenient way of reaching out, others like **Mr Satish Kelkar** feel motivated to donate because they get to know their donation was well utilised. **Mr Vikram Gupta** sets aside a percentage of his income to donate and so do many others. "You cannot imagine the extent of my delight and satisfaction..." said **Mr Avnish Gulati** when he saw how his donation of Rs3,000 gave improved vision to Rukmani, Subramani and Pachaimmal. There have also been donors who were upset about not receiving timely feedback. Hopefully, over a period of time, we will be able to improve donor servicing standards even further, as we continue to aim for 6 levels.

A key area with a lot of scope for work to be done, remains "donor education". Child sponsorship and sponsoring meals are popular donation options while a number of donation options whose impact is "not so tangible" attract only one or two donations a year. Quite often these are the "high need" areas for the NGOs. The key challenge we face is to be able to educate donors to focus more on the long term impact of their support, than the "rush of joy" accompanying an "immediately visible benefit" of their donations.

GIVE's objective is to first gain donor confidence by enabling NGOs to become more transparent and accountable. We encourage NGOs to share information about beneficiaries. We insist on presentation of financial information and being open to audit of not only donations through us but from all other sources. Our long term objective is to help donors give wisely by sensitising them to the problems and needs at the grassroots.

We are in the process of launching a new version of GIVE Online with new features such as: Group Donations, Payroll Donations, Gifting Donations, Donation Account, etc. We will not only offer wider choice to donors in terms causes and organisations to support, but over the years the website aims to evolve into a full-fledged online charity exchange

DONORS WHO HELPED		
	Number of Donations	Amount Donated (Rs.)
RESIDENT INDIANS	1,397	2,009,976
NRIs	168	390,119
FOREIGNERS	89	808,033
<b>TOTAL</b>	<b>1,654</b>	<b>3,208,128</b>

Allowing donors to contribute to NGOs whose objectives and operating and reporting styles suit them, and NGOs to seek donors that are willing to support their kind of work and approach.



One of the very important ways for a small NGO like ours to develop is by awareness creation. We had been getting a certain degree of publicity through conventional methods...

We needed something much more solid and professional. I had no Experience in working with an organisation like GIVE. I was very eager to learn... We wanted our name to be identified with a very-well known and respected establishment like ICICIcommunities. We had been fully dependant only on local, private donations in cash and kind. Our entire fund-raising is being done solely by one person, me! Although I have been quite successful with this type of fund-raising, we needed to expand our fund-raising methods and area of coverage. Our expectations have not only been met but have been exceeded! Donations through GIVE Online have helped CAF to increase the amount of funds needed and used in our three key areas: recurring expenses for children, maintenance and improvements.

CAF has always maintained very good relations with all of its donors and given them feedback. However GIVE's system of "feedback", is more professional and organized. We have learned a lot of positive things from GIVE's system.

-Dr A Goswami, Child Aid Foundation

When we sat down exactly a year ago in April to review and document our selection process, we were faced with the challenge of developing a system simple enough for NGOs to work with, yet comprehensive and rigorous enough to ensure that all NGOs selected were "good". In addition to criteria such as transparency, accountability, professionalism and governance, we evaluate NGOs on their responsiveness to donors.

We entered the year having listed only 9 NGOs. Today we have 30 NGOs offering wide geographic and activity coverage. 193 NGOs wanted to get listed, but only 69 completed all the criteria listed in the form, of which 41 were selected. What do these numbers mean: are our forms too difficult, are we inflexible?

Our listing process constantly feeds back from these inputs and evolves itself. With a view to making our selection process more objective and to gain from the wisdom of experts from various sectors, we formed an external selection committee in August 2001. We have revised our forms thrice and recently developed a form with "help" at every step. We have explained our selection process and criteria on the website.

Rajendrabhai, the CEO of "Saath" once remarked that listing on GIVE Online is the best "rating" they could get! ICMH has started maintaining records of beneficiaries activity wise. Several listed NGOs have started using systems that we've helped them with. We do feel encouraged by such feedback.

During the year we worked closely with NGOs developing financial and accounting systems as a separate activity. We have also taken a small step in grant making.

Today our understanding of NGOs has improved a lot, and NGOs' appreciation of our feedback and reporting systems is better. We have a long way together... and we are in a hurry to complete this journey!

Cause	No. of NGOs	Amt. Raised (Rs. Lacs)
Disability & Destitute	8	1,058,634
Women's Issues	4	85,345
Livelihood and Poverty Alleviation	8	546,110
Education	8	913,296
Health	6	377,883
<b>TOTAL</b>	<b>34</b>	<b>2,981,268</b>

## REACH OUT AND HELP CHANGE LIVES!



It's easy to make a difference. Simply log on to GIVE Online at [www.ICICIconmunities.org](http://www.ICICIconmunities.org) and donate to any of the NGOs listed on the site. Remember that it is safe, secure, convenient and most importantly, ensures that 100% of your money reaches the organisation you choose to support!

However, if you are not comfortable donating online, you could simply visit the site, identify the organisation and activity that you'd like to donate for, and send us a cheque or draft along with the coupon below:

Yes!! I would like to reach out and help change lives! Here is my cheque/draft for Rs \_\_\_\_\_.

Please send 100% of my contribution to \_\_\_\_\_

Please ask them use it for \_\_\_\_\_

You can send me the receipt and feedback as follows:

Name: \_\_\_\_\_ Email ID: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Pincode: \_\_\_\_\_

\* Please write your favoring "GIVE Online", and mail it along with this coupon to GIVE Foundation, 613, JB Towers, Drive In Road, Ahmedabad 380054. Tel: +91-79-685 3956 Fax: 685 5610.

## ARE YOU A BUSINESS WITH A CONSCIENCE?

There are many ways in which you can choose to give back to society, depending on what YOU would like to do. Right from making a contribution yourself or encouraging your staff to do so, to getting actively involved, bringing your strengths and core competence as a business to the voluntary sector. And for all you know, some of these acts could even help your business! Please call us, or send us this slip, and we'll get back on how you can help.

- Staff payroll Donations
- Corporate Volunteering
- Cause-related Marketing
- And More...

Yes! We'd like to whatever we can to make this world a better place. Can you have someone from GIVE Foundation get in touch with us to explore how we can help?

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Company's Activities: \_\_\_\_\_

Mail to: GIVE Foundation, 211 New India Indl. Estate, Mahakali Caves Rd, Mumbai 400093. Tel: 820 8386.

## A PUPPY



A boy went to the pet store to buy a puppy. Four of them were sitting together, priced at Rs.50 each. Then there was one sitting alone in a corner. The boy asked if that was from the same litter, if it was for sale, and why it was sitting alone.

The store owner replied that it was from the same litter, it was a deformed one, and not for sale. The boy asked what the deformity was. The store owner replied that the puppy was born without a hip socket and had a leg missing. The boy asked, "What will you do with this one?" The reply was it would be put to sleep.

The boy asked if he could play with that puppy. The store owner said "Sure". The boy picked the puppy up and the puppy licked him on the ear. Instantly the boy decided that was the puppy he wanted to buy. The store owner said " That is not for sale!" The boy insisted.

The store owner agreed. The boy pulled out Rs.2 from his pocket and ran to get Rs.48 from his mother. As he reached the door the store owner shouted after him, " I don't understand why you would pay full money for this one when you could buy a good one for the same price."

*This story is taken from YOU CAN WIN by Shiv Khara.*

Please visit us at [www.givefoundation.org](http://www.givefoundation.org), or at

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Fax: +91-79-685 5610

**Marketing Office:**

GIVE Foundation,  
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Tel: +91-22-820 8386  
Fax: +91-22-823 0710

Or email us at [info@givefoundation.org](mailto:info@givefoundation.org)