GiveIndia was conceptualised in December 1999 and formally registered as GIVE Foundation on April 28, 2000, as a nonprofit company u/s 25 of the Companies Act, 1956, in Ahmedabad, Gujarat.

**Mission:** Our mission is to promote efficient and effective giving that provides greater opportunities for the poor in India.

**Vision:** A strong ‘giving’ culture where Indians donate 2% of their income every year to give the poor a chance. A vibrant ‘philanthropy exchange’ to ensure that the most efficient and effective nonprofits get access to the most resources.

**Operating Model:** The fundamental premise of our operating model is that the donor is an "investor" looking for "social returns" (essentially the satisfaction of knowing that their money made a difference to someone else's life).

**Engagement Axiom:** We believe that a vibrant exchange that connects donors to a large variety of causes for relief of the poor and engages them actively, will result in money reaching the most efficient and effective nonprofit organizations and groups and create the maximum impact in education, medical relief and relief of the poor.

**The role of a ‘philanthropy exchange’:** Peter Drucker, talking about the importance of philanthropy in a society, says that philanthropy should, above all, be able to help us look in the mirror and see ‘a citizen who takes responsibility, a neighbour who cares’. GiveIndia strongly resonates with the belief that the primary purpose of philanthropy is to get citizens ‘engaged in the issues of the country’. The ‘exchange’ structure we chose for ourselves also forces a minimal level of engagement by the donors- in at least choosing what cause, organization and project they would like to support.

**Activities:** Over the last 13 years, GiveIndia has evolved and introduced several new activities; these include:

- **Online & Retail Giving (ORG):** www.GiveIndia.org is an online portal that allows donors to donate to any of the education, medical relief, relief of poor and preservation of environment programmes of listed nonprofit organisations. Organisations that meet the Credibility Alliance norms and certain other objective criteria are listed on GiveIndia.

- **Payroll Giving (PRG):** The Payroll Giving programme allows employees of member companies to contribute a fixed sum (as low as ₹ 50) every month to charity through their salary. The automated system employed by GiveIndia allows donors to choose the specific programme they wish to support with their contributions.

- **High Net Worth Individual (HNI) Giving:** This activity helps high value individual, institutional and corporate donors identify and support organisations/projects working for the poor, appraises, monitors and evaluates the work to ensure effective and efficient utilisation to benefit the poor.

**People behind GiveIndia:** The list of Directors is provided on page 12 of this report. A list of staff and key volunteers is provided on the inside back cover.
Year that was

This year, we bring you an inclusive report on our extraordinary teams whose commitment to everyday ordinariness makes them and their work so very special. If we could depict the year 2012 – 13 in a single word, that word would be ‘remarkable’, as several of our accomplishments through this year gave us a tremendous sense of infinite possibilities towards our way forward.

For the first time in the last thirteen years, we crossed the ₹ 30 cr landmark in funds raised during a year, which brings our total funds channelled since inception, to ₹ 185 cr for the relief of poor. This was made possible by substantial growth of each of our three key giving models – Payroll Giving, Online & Retail Giving, and HNI Giving – and through contributions from more than 80,000 donors.

Our Online & Retail Giving team channelled ₹ 10.5 cr this year. While this was largely through the ₹ 4.1 cr raised through fundraising challenges, success from several new initiatives contributed as well. This year, we launched a new initiative namely Cause of the Month through which we dedicated our efforts to draw attention and action towards one specific cause a month.

Payroll Giving has been no far behind. With over 23,000 new employees signing up for the programme, the team channeled a total of over ₹ 11.8 cr of funds, expanded its reach to one more city and brought 5 new companies to the Payroll Giving family. This impact was also due to some innovative marketing initiatives taken up by the team, chief among which is the initiation of the Monthly Donation Option scheme and greater penetration through Standing Instructions at Tata Consultancy Services. Our efforts at deepening relations continued as we launched a special newsletter to provide monthly updates on the programme, facilitated touch points for NGO visits, and also engaged over 32 of our corporate partners in raising funds for charities of their choice through participation in the India Giving Challenge 2012. We ended the year with 115 Payroll Giving companies and over 44,000 active employees on the programme.

Our HNI segment continued to show strong growth. Having achieved a 148% growth in 2011-12, this segment helped channel over ₹ 10 cr of funds by assisting 65 clients this year. Through increased engagement and activities, members of the First Givers Club, each of whom committed to ₹ 5 lacs p.a. and 40 hours of their time, have largely been responsible for this growth. Our annual summit and workshops, which featured eminent speakers such as Mr. Ajay Piramal, Mr. Ashish Dhawan and Mr. Mark Schwartz were hugely inspiring for our First Givers Club members.

Along the lateral fronts, this year brought our teams multiple rewarding recognitions. GiveIndia.org bagged the ‘Charity Website of the Year – 2012’. The fourth edition of our signature online fundraising challenge – The India Giving Challenge 2012 – won two significant acknowledgements namely ‘Fundraising Campaign of the Year’ by the South Asian Fundraising Group, and ‘Best Use of Internet in Social & Economic Development’ by the Internet and Mobile Association of India. We also won the first round of ‘The Mahindra Rise, Spark the Rise’ held during the early months of 2013.

<table>
<thead>
<tr>
<th>Resources Mobilized For The Poor</th>
<th>2012-13</th>
<th>2011-12</th>
<th>2010-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Giving- Online</td>
<td>921.2</td>
<td>754.7</td>
<td>615.6</td>
</tr>
<tr>
<td>Retail Giving- Offline</td>
<td>124.5</td>
<td>61.5</td>
<td>74.0</td>
</tr>
<tr>
<td>Payroll Giving</td>
<td>1,179.8</td>
<td>955.4</td>
<td>823.2</td>
</tr>
<tr>
<td>HNI Giving</td>
<td>852.9</td>
<td>322.8</td>
<td>193.6</td>
</tr>
<tr>
<td>Grants to Channel Partners/NGOs</td>
<td>49.9</td>
<td>214.1</td>
<td>154.0</td>
</tr>
<tr>
<td>Regular Direct Contributions</td>
<td>3,128.3</td>
<td>2,308.7</td>
<td>1,860.4</td>
</tr>
<tr>
<td>Marathon/JGW Events</td>
<td>-</td>
<td>5.5</td>
<td>215.4</td>
</tr>
<tr>
<td>Total Direct Contributions</td>
<td>3,128.3</td>
<td>2,314.2</td>
<td>2,075.8</td>
</tr>
<tr>
<td>Funds channelled directly to NGOs</td>
<td>126.2</td>
<td>92.4</td>
<td>57.5</td>
</tr>
<tr>
<td>Direct + Indirect Contributions</td>
<td>3,254.5</td>
<td>2,406.7</td>
<td>2,133.3</td>
</tr>
<tr>
<td>Cumulative Contributions till date</td>
<td>18,913.3</td>
<td>15,657.6</td>
<td>13,250.9</td>
</tr>
<tr>
<td>Donors who have donated OR Contributed&gt;=Rs.100</td>
<td>85,821</td>
<td>71,354</td>
<td>59,802</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Performance Indicators</th>
<th>2012-13</th>
<th>2011-12</th>
<th>2010-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned Income</td>
<td>232.9</td>
<td>213.9</td>
<td>213.2</td>
</tr>
<tr>
<td>Investment income</td>
<td>149.7</td>
<td>106.1</td>
<td>68.3</td>
</tr>
<tr>
<td>Expenditure</td>
<td>284.7</td>
<td>255.6</td>
<td>221.9</td>
</tr>
<tr>
<td>Earned income as a % of the expenditure</td>
<td>82%</td>
<td>84%</td>
<td>96%</td>
</tr>
<tr>
<td>Expenditure as a % of funds channeled directly</td>
<td>9.1%</td>
<td>11.0%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Expenditure as a % of total funds channelled</td>
<td>8.7%</td>
<td>10.6%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Headcount</td>
<td>54</td>
<td>52</td>
<td>48</td>
</tr>
</tbody>
</table>

*Excluding grants made to listed NGOs
This financial year was a good one for the Online & Retail Giving team. From channelling ₹ 8.2 cr in FY11-12 to ₹ 10.5 cr in FY12-13, ORG grew by 32%. While donations through regular donation options on the website saw a marginal increase of 16%, funds raised through iGive pages yielded a 40% increase. This commendable growth in donations through iGive pages is attributed to taking our in-house Giving Challenges namely the India Giving Challenge and the India Tax Saving Challenge to newer milestones as well as to being chosen as charity partner for Vodafone's World of Difference initiative.

The India Giving Challenge successfully completed its fourth year, raising a phenomenal ₹ 4.1 cr. Over 100 NGOs, along with 34 corporate organizations participated in this event and 41 NGOs won matching grants worth ₹ 92 lacs. Not far behind, The India Tax Saving Challenge more than doubled its impact – from having raised ₹ 60 lacs last year to ₹ 1.3 cr in FY12-13. Matching grants worth ₹ 30 lacs were claimed by participating NGOs during the course of the event.

As part of the Joy of Giving Week celebrations, ICICI Bank introduced the novel ‘Wish Tree’ campaign, to motivate its employees and customers to donate towards a variety of causes. This campaign was well-received by employees and customers alike and raised over ₹ 45 lacs for 13 NGOs.

We partnered with Vodafone’s World of Difference initiative, which saw 25 employees taking a break from their corporate lives for 8 weeks, to work at 25 different NGOs across the country, while their colleagues raised funds in support of those NGOs. The new format of this initiative, which encouraged employee giving at the workplace was immensely successful, with over 2,400 employees collectively donating close to ₹ 65 lacs worth of funds.

In an effort to raise awareness on the various causes that need attention and the good work done by our listed NGO partners, we started a concept named ‘Cause of the Month’. Every month, we highlighted a specific cause on our website and in our donor oriented communication. Causes highlighted each month ranged from providing cataract surgeries to the elderly, to caring for orphans, to helping girl children, amongst many others. As this new concept helped in attracting more donations, we plan to continue this initiative in the coming year.

The year also saw our “Cause Alliances” being setup as a new department within GiveIndia; to bring forth corporate partnerships that can form a source of sustained donations through their platforms. The existing partnerships with Payback and MakeMyTrip were strengthened by offering more donation options to provide greater choice to donors. New alliances this year included one with TCS Gems, through which TCS employees can redeem points to make donations to charity products; and another with Pepperfry.com, which offers a top up charity option to its customers, with the top up donation value matched by a contribution from Pepperfry itself.
Payroll Giving (PRG)

Last year, 5 new companies decided to give back to society by implementing the Payroll Giving programme, thus offering employees an opportunity to donate to causes of their choice through voluntary deductions from their monthly salaries. These new additions were Aptech, Dish TV, Netambit, IPAN Hill, Knowlton Strategies and Amdocs.

Funds raised this year grew by about 22% - from ₹ 9.5 cr last year to ₹ 11.8 cr this year, with an additional 23,774 donors joining the programme through average contributions of ₹ 205 p.m. As of today, over 115 corporate organizations and over 44,000 employees are part of this programme.

At existing corporate partner organizations, an array of new initiatives was explored to enhance awareness and participation in the Payroll Giving Programme.

During the last year, the Payroll Giving programme was sought to be made a strategic employee engagement programme as many organizations opened up to the idea of introducing Payroll Giving at their induction schedules. In the meanwhile, we initiated more value added services through facilitation of interaction touch points with the underprivileged world. These included a slum tour at Dharavi, organized for Payroll Giving companies based out of Mumbai, and a visit to the processing center of the NGO Goonj, for

Our team organized a visit to Goonj’s processing centre for our Payroll Giving corporate partners based out of Delhi

Employee volunteers at Genpact enthusiastically raised over ₹ 60 lacs during the India Giving Challenge 2012 through floor walks and personal asks

Impact reports, introduced to communicate overall progress of Payroll Giving impact to senior management at partnering companies, continued to be successful in providing a wider picture of the impact of the programme.

Furthermore, our team expanded its operation with a team being formed in Hyderabad. We also plan to start operations in Kolkata and may be even add a few more cities next year.

Our engagement with existing corporate partners leapt to new levels as 32 of our existing partners chose to raise funds for charities of choice by participating in the corporate arm of the India Giving Challenge 2012. The participation collectively raised ₹ 1.35 cr for 68 NGOs, thereby enabling more than 15,000 employees to give back. ₹ 48 lacs were given as matching grants to NGOs supported by winning corporate organizations.

Impact reports, introduced to communicate overall progress of Payroll Giving impact to senior management at partnering companies, continued to be successful in providing a wider picture of the impact of the programme.

Furthermore, our team expanded its operation with a team being formed in Hyderabad. We also plan to start operations in Kolkata and may be even add a few more cities next year.
2012-13 was a year in which HNI Giving’s story of growth continued. It grew over 60% from ₹ 6.21 cr in 2011-12 to over ₹ 10 cr in 2012-13.

We continued to engage people over the year to help shape their personal philanthropic journey. This year saw many families actively engage through skills, strategy, and professional networks to help NGOs build capacity and better impact. This helped not only the NGOs but also the families to build their own perspectives on philanthropy to be more meaningful and effective.

The family is further championing this cause by raising necessary funds to execute the programme. Several such options are being further explored to increase engagement levels of FGC members to develop a greater sense of giving.

For 2013-14, we intend to continue building and strengthening the structure of the Club. Looking at the pace of growth in the HNI segment, we plan to expand to other metro cities, targeting to channel ₹ 30 cr in the next three years by assisting families in their endeavour to give to efficient and effective non-profits.

The First Givers Club (FGC) Summit 2012 was held at the Trident, BKC on 5th October 2012. The Summit was attended by over 60 First Givers Club members along with 6 NGO founders/CEOs. The theme of the conference this year was ‘Can we, should we, and how can we make a difference?’ The platform gave members an opportunity to hear experts talk about how to go about philanthropy in a right manner. The speakers at the summit were Mr. Mark Schwartz (Vice Chairman, Goldman Sachs), Mr. Ajay Piramal (Chairman, Piramal Group), Mr. Ashish Dhawan (Co-Founder, ChrysCapital and Founder & CEO, Central Square Foundation), Mr. Shankar Singh (Co-Founder MkSS), Ms. Sowmya Kidambi (Member, MkSS) and Dr. Sai Lakshmi Balijepalli (Founder, EKAM Foundation).

This year we also experienced members getting involved in other ways apart from monetary contributions. One of the member families of the First Givers Club, inspired by EKAM Foundation’s work presented at the summit, took initiative to replicate the model in Maharashtra. The family has been instrumental in replicating the NGO’s healthcare programme to address neo-natal medical emergencies in Mumbai slums.

This programme aims to harness the existing infrastructure of government and private hospitals to provide subsidized hospital care to infants through a network of trained health workers and doctors.

After her visit to Community Aid and Sponsorship Programme (CASP), Aditi K, a 16 year old and daughter of one of our HNI donors wrote, “When I received an email regarding GiveIndia’s volunteer initiative at a Senior Citizens’ day-care Home in Worli Village, I signed up instantly. That Saturday, I found myself next to a temple with 30 ajis, making rangolis out of flowers on the floor. It was an intriguing and humbling experience. The women seemed to enjoy the activity that had been planned for them, and towards the end of the session sang some traditional ragas for us. We were treated like royalty the entire time, which was eye-opening and to me, sad, because these women who deserve so much respect were showing the same to me, an inexperienced 16 year old, just for spending an hour of my time with them.”
Listing:
If 2011-12 was the year of Change, then this year certainly was the year of Engagement. Our aim was to achieve a higher level of engagement with our NGO partners and we took up a number of initiatives that helped us realize this.

The first step was a change in our name from Listing Team to Credibility Assurance Team. The underlying thought behind listing an NGO is to assure our donors of the credibility of the organization that they are making donations to. To reinforce this message to all our stakeholders, a change in the name seemed like an obvious shift.

The median donation received by our Tier I NGOs is ₹ 5.5 lacs. The growth in funds is a result of our concerted efforts to grow across all three fundraising verticals of ORG, PRG and HNI while retaining only NGOs who are able to sustainably meet our stringent transparency and credibility norms.

We ended the year with a total of 170 listed NGOs which included 17 NGOs which were added to our NGO partnership during the year. Last year we undertook a massive project to meet and understand the on ground operations of our listed partners. We completed a total of 159 of such visits. Our team of assessors, including employees and volunteers, traveled across the length and breadth of the country in both rural and urban areas. Meeting some of the greatest minds in the field has enriched our experience and provided newer insights into managing our partnership with these organisations.

With these learnings & experiences from 2012 – 13, we look forward to make 2013-14 a year of Consolidation.
Feedback

Last year the Feedback team was bowled over by a whopping 67,000 feedback reports; almost double the number processed in the previous year! Unfazed, the team remained not out till the end thanks to some steady batting.

Apart from the regular reports, we also sent out 5,000 short and sweet progress reports to donors signed up for the Monthly Donation Option programme. This programme will expand further in the coming year allowing donors to sponsor the same beneficiary month after month. Donors were also delighted to receive an SMS alert when their feedback reports were sent to their email id. One donor said, “The SMS alert helps a lot as it reminds me about the time & donation amount.”

And here is what keeps us going - encouraging donor comments:

“I liked the fact that I received a report of the utilization of the donation. I liked that a picture of the benefactor and their details were provided along with a brief about the program.”
- A donor on receiving a feedback report from the NGO Sahara

“I was really overwhelmed with emotions seeing the attached pdf document. Had not expected something of this kind. It’s a real joy of having been able to at least bring a smile on some innocent faces. The details shared make the whole process pellucid. Especially the photographs shared are a real motivator. Would certainly like to make further donations in future. Really impressed with the organisation. Good Job. Keep it up!! You are really changing millions of lives.”
- A donor on receiving a feedback report from the NGO Deeplaya

Feedback Report

Feedback on the utilization of your donation, as received from Annai Charitable & Educational Trust

**Transaction number:** TRN-0002406549/TD-0002531546  
**Amount:** 1300  
**Transaction date:** 04 June 2012  
**Units:** 1  
**Name of the donor:** Immanuel Chandramohan  
**Purpose of donation:** Provide educational material to a poor rural child.

**Brief Description:**
A. Vijayasri is daughter of Arumugam who doesn’t have any work and income. He is a drunkard and pulls off all the earning of his wife Rajalakshmi, a Part time Hindi teacher, who earns a maximum of Rs. 800/- per month. Vijayasri has a brother who is studying in 6th Std. Her mother was finding it very difficult to run the family and to educate her children with her only earnings. Rajalakshmi was very much frustrated over the attitude of her husband. She approached our Trust and explained her stories. Our Trustees were kind enough to admit both her children into our School. We have selected both her children for Giveindia’s educational help. Vijayasri was considered and issued of the following educational materials:

1) Two sets of Uniform material  
2) 5 Note Books  
3) School Bag  
4) Sandals/Shoes – 1 pair

**Beneficiary Details:**

**Full Name:** A. Vijayasri, (IV Std), St. Joseph Matriculation School, Venthanpatti  
**Father / Husband / Guardian Name:** Arumugam  
**Utilization Period:** July 2012 (21-07-2012)

**Current Address:**
House / Building / Centre: Nil  
Street Name & Number: 157, Kovil Street  
Prominent Landmark: Near Kovil house  
Community / Basti / Tola / Dhani / Vas / Bigha: Valayar – O.B.C. Village / Town / City: Karuppukudi, PO Name, Taluka / Mandal / Tehsil Block, District: Thirukkalambur (Po), Ponnamaravathy (Tk), Pudukottai (Dt)  
State and Pincode: Tamil Nadu – 622 403

Annual Report 2012-13
2012-13 turned out to be a more stable year as we not only continued building our teams but also ensured that they stayed put as well. We ended the year with 54 employees.

During the year we invited speakers from different NGOs to enlighten our staff about their work and the difficult conditions in which they carry it out. We are thankful to Nipun Mehta who gave a talk on Happiness and Generosity, Vrishali Pispati from Mumbai Mobile Creches, and Dilnaz Stafford, one of the founding trustees for Salaam Baalak Trust, for coming to our office and sharing stories of their journeys in the social sector.

The year began with our Annual Review meet at the Dukes Retreat, Khandala. The view was a mix of work and play as each team presented its work from the last year and their plans for this year; and also engaged in several team building activities facilitated by Training inCorporate. We are thankful to the Training inCorporate team for their pro bono services and for adding tons of cheer to the two day review.

During the year, we conducted two rounds of inductions for new joinees.

Our team members Tarika, Deepthi and Bikrant attended a two-day workshop on NGO Brand Building. The workshop was conducted by S P Jain Institute of Management and Research and aimed at helping NGOs build their brand brick by brick. Participation helped our team members understand the value of core branding for an organization; and the ways in which branding helps communicate a common identity to all stakeholders.

Another team member, Priyanka Saha, represented GiveIndia at a two day workshop on Social Media Branding. The workshop was hosted by IIT Bombay and had representation from several large nonprofit organizations such as United Nations, Aide et Action, Medicines sans Frontiers, among many others.

Our CEO completed the 4th part of the Aspen Leadership programme early this year.

Vikas Puthran, Vice-President Alliances, participated as a speaker at the ‘Driving Business through CSR Innovations’ forum, held in Mumbai, and as panelist at a session on Corporate Social Responsibility at the World CSR Congress in Mumbai.

Keeping with the exuberant culture at GiveIndia, where every occasion to mix a little bit of fun with work is welcomed across the board, it is interesting to recount the different festive celebrations we have had at our office, during the year gone by. We celebrated Diwali, New Year & Women’s Day with the same gusto that we attack our jobs.
Confessions of a 16 year old volunteer:

I think it’s only natural for a person to be nervous on the first day of any job, I was especially nervous for this one. Why? Firstly, I’m not good with children, I don’t particularly like them, and I don’t know how to speak Hindi very well, which is these kids’ first language after all. Also, they were in actual fact, street kids. How was I supposed to handle a bunch of kids who couldn’t understand me? I got there and there was a room full of loud, noisy kids. The supervisor told me to sit down while she arranged a few things. She called on a small boy who looked to be around 9 years old and asked him if he had eaten. “I ate already at school” he replied, staring at her defiantly. “So you won’t eat anything from 4 to 9 huh?” she replied, and he didn’t say anything he just stood there and glared at her. I had to bite back a smile, cheeky little thing I thought. Then she turned to me and said “Anya, this is Karthik. Karthik, Anya will sit with you and teach you”. Fine, I thought, I can handle him. So we sat down and he pulled out his science book, “I don’t understand the digestive system they teach at school” he said. Okay, well I could do that, I thought to myself, and so I found the page in his book and began reading it to him, only to have him finish all my sentences. Well, I thought, looks like he understands this pretty well. After he went through the entire chapter and felt the need to label every single organ, he closed the book and said “Now we’ll do History”. I was actually excited to see what type of history he was learning, and as it turned out, it was the Renaissance. I was pretty impressed; he knew what it was, where it began, how it influenced art and discoveries. He knew that the Monalisa is the most famous painting in the world, and when they were talking about explorers, he even knew that Magellan circumnavigated the world, and when I tried to tell him that he corrected me saying “Yes but he died on his voyage so it was never completed by him”. When my 2 hours of teaching time were up and I had to go, I actually found myself looking forward to coming back the next day.

And I did come back, many times after that. There is something special about these kids, despite their underprivileged backgrounds they are smart, they’re funny, they have an attitude and an opinion on everything. They don’t want you to feel sorry for them, they don’t seem to feel sorry for themselves, and I really admire that. It’s easy to donate money, but to donate time and energy requires more effort. I want to encourage as many people as I can to do what I’m doing, the kids really appreciate it and it makes a huge amount of difference to them.

Anya has been volunteering with Salaam Baalak Trust (SBT), Mumbai for the past 6 months and ensures that she spends time with the children whenever she visits India. Even while away, she engages in spreading the word about several causes and plans to also embark on raising funds for causes close to her heart.
At 37%, Maha tops donations in country

**THE ART OF GIVING**

**Students of slum school get library**

Two engineering graduates rented a room near Modern English School in Kamgar Nagar in Ghatkopar, stocked it up with 600 books and opened it for the students.

Joy of Giving week to take root in city soon

This Year, The Campaign Will Stem From A ‘Wish Tree’

Private wealth managers are helping HNIs channel money for philanthropy

Art of giving is turning into a science

GiveIndia in the News
In year FY 2011-12 funds channeled for Education, Health, Poverty Relief and Environment

- India: 84%
- US: 14%
- UK: 1%
- Others: 1%

Donations by Cause
(All funds go towards relief of the poor)

- Education: 33%
- Health: 12%
- Children: 29%
- Disabled: 11%
- Elderly: 7%
- Employment: 3%
- Women: 3%
- Environment: 2%
- Youth: 1%

Donations by Type
- Projects: 36%
- Donation Options: 38%
- iGive: 25%

GiveIndia in Numbers

Number of NGOs: 170

Average = ₹ 544 Lacs
Median = ₹ 116 Lacs

In year FY 2011-12 funds channeled for Education, Medical Relief and Relief of the Poor

- Above 5 Crore: 27
- 3 Crore to 5 Crore: 21
- 1 Crore to 3 Crore: 43
- 25 Lacs to 1 Crore: 47
- Upto 25 Lacs: 32

Total Number of NGOs = 170
Average = ₹ 544 Lacs
Median = ₹ 116 Lacs

Annual Report 2012-13
## Balance Sheet As at March 31, 2013

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>As at March 31</th>
<th>2013 (Rupees)</th>
<th>2012 (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>EQUITY AND LIABILITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Shareholders’ funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Share capital</td>
<td>3</td>
<td>25,200</td>
</tr>
<tr>
<td></td>
<td>Corpus fund</td>
<td>4</td>
<td>3,66,62,000</td>
</tr>
<tr>
<td></td>
<td>Reserves and surplus</td>
<td>5</td>
<td>88,79,091</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>4,55,66,291</td>
<td>4,18,46,867</td>
</tr>
<tr>
<td>3</td>
<td>Non-current liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Long-term provisions</td>
<td>6</td>
<td>10,79,035</td>
</tr>
<tr>
<td>4</td>
<td>Current liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other current liabilities</td>
<td>7</td>
<td>12,43,93,537</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>17,10,38,863</td>
<td>13,22,83,972</td>
</tr>
<tr>
<td>B</td>
<td>ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Non-current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tangible assets</td>
<td>8A</td>
<td>7,35,755</td>
</tr>
<tr>
<td></td>
<td>Intangible assets</td>
<td></td>
<td>3,443</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>7,39,198</td>
<td>4,23,542</td>
</tr>
<tr>
<td></td>
<td>Long-term loans and advances</td>
<td>9</td>
<td>34,10,992</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>41,50,190</td>
<td>28,82,248</td>
</tr>
<tr>
<td>2</td>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Current investments</td>
<td>10</td>
<td>1,67,61,597</td>
</tr>
<tr>
<td></td>
<td>Cash and cash equivalents</td>
<td>11</td>
<td>14,15,31,614</td>
</tr>
<tr>
<td></td>
<td>Short-term loans and advances</td>
<td>12</td>
<td>16,49,766</td>
</tr>
<tr>
<td></td>
<td>Other Current Assets</td>
<td>13</td>
<td>69,45,696</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>16,68,88,673</td>
<td>12,94,01,724</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>17,10,38,863</td>
<td>13,22,83,972</td>
</tr>
</tbody>
</table>

See accompanying notes 1 to 25 forming part of the financial statements

---

## Statement Of Income And Expenditure For The Year Ended March 31, 2013

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>Year Ended March 31</th>
<th>2013 (Rupees)</th>
<th>2012 (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Donations received for covering administrative cost</td>
<td>14</td>
<td>2,32,87,780</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,13,95,502</td>
</tr>
<tr>
<td>2</td>
<td>Other income</td>
<td>15</td>
<td>1,49,67,946</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1,06,11,636</td>
</tr>
<tr>
<td>3</td>
<td>Total (1+2)</td>
<td>3,82,55,726</td>
<td>3,20,07,138</td>
</tr>
<tr>
<td>4</td>
<td>Expenditure</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Employee benefits expense</td>
<td>16</td>
<td>2,30,81,859</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,00,70,601</td>
</tr>
<tr>
<td></td>
<td>Depreciation and amortisation expense</td>
<td>88</td>
<td>2,00,348</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,14,524</td>
</tr>
<tr>
<td></td>
<td>Other expenses</td>
<td>17</td>
<td>51,91,198</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>52,76,041</td>
</tr>
<tr>
<td></td>
<td>Grants made</td>
<td>1,10,88,129</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Total Expenditure</td>
<td>3,95,61,534</td>
<td>2,55,61,166</td>
</tr>
<tr>
<td></td>
<td>(Shortage)/Excess of Income over expenditure (3-5)</td>
<td>(13,05,808)</td>
<td>64,45,972</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Basic and diluted Earnings per share (Face value of Rs.10 each)(refer note 22)</td>
<td>(518.18)</td>
<td>2,558</td>
</tr>
</tbody>
</table>

## Receipts And Payments Account For The Year Ended March 31, 2013

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>For The Year Ended March 31</th>
<th>2013 (Rupees)</th>
<th>2012 (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sources of Funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Donations retained</td>
<td>2,32,87,780</td>
<td>2,13,95,502</td>
</tr>
<tr>
<td></td>
<td>Corpus Fund</td>
<td>50,00,000</td>
<td>2,16,62,000</td>
</tr>
<tr>
<td></td>
<td>Received for Small Grants Program</td>
<td>–</td>
<td>2,64,00,129</td>
</tr>
<tr>
<td></td>
<td>Received from sale of fixed assets</td>
<td>37,450</td>
<td>8,424</td>
</tr>
<tr>
<td></td>
<td>Other Income</td>
<td>–</td>
<td>19,457</td>
</tr>
<tr>
<td></td>
<td>Contribution to Earmarked Funds &amp; Charity Account</td>
<td>26,47,09,185</td>
<td>19,14,02,372</td>
</tr>
<tr>
<td></td>
<td>Redemption of Investments</td>
<td>1,57,22,289</td>
<td>90,90,355</td>
</tr>
<tr>
<td></td>
<td>Income on Investments</td>
<td>1,18,82,926</td>
<td>93,95,888</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>32,06,39,630</td>
<td>27,93,74,127</td>
</tr>
<tr>
<td>B</td>
<td>Application of Funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Addition to Fixed Assets</td>
<td>5,26,211</td>
<td>1,26,104</td>
</tr>
<tr>
<td></td>
<td>Purchase of Investments</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>Disbursements under Small Grants Program</td>
<td>21,94,000</td>
<td>2,55,44,839</td>
</tr>
<tr>
<td></td>
<td>Disbursements from Earmarked Funds</td>
<td>22,85,45,781</td>
<td>21,36,88,482</td>
</tr>
<tr>
<td></td>
<td>Employee benefit expense</td>
<td>2,30,81,859</td>
<td>2,00,70,601</td>
</tr>
<tr>
<td></td>
<td>Other expenses</td>
<td>51,91,198</td>
<td>52,76,041</td>
</tr>
<tr>
<td></td>
<td>Grants made</td>
<td>1,10,88,129</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase in net assets</td>
<td>5,00,12,453</td>
<td>1,46,68,060</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>32,06,39,630</td>
<td>27,93,74,127</td>
</tr>
</tbody>
</table>
Identity:
We are registered as a not-for-profit company under section 25 of the Companies Act, 1956. (Reg. No. 04-37902, dtd. April 28, 2000), with the RoC, Gujrat. MoA and AoA are available on request.

We are registered u/s 12A of the Income Tax Act, 1961, and with the DIT exemptions, Gujarat u/s 80G (Reg. No.DIT (E)/80G (5)/929/07-08.)

Visitors are welcome to the address given on the “Contact Us” link on our website.

Name & Address of Main Bankers: ICICI Bank Ltd., Drive In Road Branch, Ahmedabad - 380 054.

Name & Address of Auditors: M/s Deloitte Haskins & Sells, Chartered Accountants, 12, Dr. Annie Besant Road, Opp. Shiv Sagar Estate, Worli, Mumbai - 400 018, India.

Governance - Details of Board Members:
(as on March 31, 2013)

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Sex</th>
<th>Position on Board</th>
<th>Occupation</th>
<th>Area of competency</th>
<th>Meetings attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. N. Vaghul</td>
<td>76</td>
<td>M</td>
<td>Chairman</td>
<td>Ex - Chairman ICICI Bank Ltd.</td>
<td>Banking &amp; Finance</td>
<td>3/3</td>
</tr>
<tr>
<td>Ms. Annabel Mehta</td>
<td>73</td>
<td>F</td>
<td>Director</td>
<td>Treasurer, Apnalaya</td>
<td>Non-profit Sector</td>
<td>2/3</td>
</tr>
<tr>
<td>Mr. Rajesh Jain</td>
<td>45</td>
<td>M</td>
<td>Director</td>
<td>Founder-Chairman and Managing Director of NetCore Solutions</td>
<td>Technology</td>
<td>2/3</td>
</tr>
<tr>
<td>Ms. Anu Aga</td>
<td>70</td>
<td>F</td>
<td>Director</td>
<td>Director - Thermax Limited</td>
<td>Management</td>
<td>1/3</td>
</tr>
<tr>
<td>Mr. Amit Chandra</td>
<td>44</td>
<td>M</td>
<td>Director</td>
<td>Managing Director - Bain Capital</td>
<td>Finance</td>
<td>3/3</td>
</tr>
<tr>
<td>Mr. Venkat Krishnan</td>
<td>42</td>
<td>M</td>
<td>Director</td>
<td>Director - GIVE Foundation</td>
<td>Management and Operations</td>
<td>3/3</td>
</tr>
</tbody>
</table>

The GIVE Board met three times in FY 2012-2013 on 16/08/2012, 5/11/2012 and 7/3/2013

Minutes of the Board meetings are documented and circulated.

A Board Rotation Policy exists and is practiced.

The Board approves programmes, budgets, annual activity reports and audited financial statements. The Board ensures the organisation’s compliance with laws and regulations.

Accountability and Transparency:
No remuneration, sitting fees or any other form of compensation has been paid since inception of the Foundation, to any Board member, trustee or shareholder. No reimbursements have been made to any Board member, trustee or shareholder.

Staff: (Per Month)
CEO's Remuneration: ₹ 2,00,000

Remuneration of next 3 highest paid staff members: ₹ 1,20,000 / ₹ 1,00,000 / ₹ 85,000

Remuneration of the lowest paid staff member: ₹ 5,500

Staff Details: (as of March 31, 2013)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Paid (Part Time)</th>
<th>Paid (Full Time)</th>
<th>Unpaid Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>0</td>
<td>26</td>
<td>&gt;10</td>
</tr>
<tr>
<td>Female</td>
<td>6</td>
<td>22</td>
<td>&gt;10</td>
</tr>
</tbody>
</table>

Distribution Of Staff According To Salary Levels (as of March 31, 2013)

<table>
<thead>
<tr>
<th>Slab of gross salary in (₹) plus benefits paid to staff</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10,000</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>10,001-25,000</td>
<td>14</td>
<td>13</td>
<td>27</td>
</tr>
<tr>
<td>25,001-50,000</td>
<td>4</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>50,001-1,00,000</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>1,00,001-</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>26</td>
<td>28</td>
<td>54</td>
</tr>
</tbody>
</table>

*Includes the salaries of both staff as well as paid consultants in the respective categories for the year ending March 31, 2013

Average Salary: ₹ 23,836; Median Salary: ₹ 22,000

Total Cost of National Travel by All Personnel (Including Volunteers) & Board Members: ₹ 9,79,242

Total Cost of International Travel By All Personnel (Including Volunteers) & Board Members:

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Purpose</th>
<th>Gross Exp. (₹)</th>
<th>Sponsored by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dhaval Udani</td>
<td>CEO</td>
<td>Philanthropy through Indian Diaspora</td>
<td>40,000</td>
<td>IndiaSpora (100%)</td>
</tr>
</tbody>
</table>
GiveIndia Team at the Annual Review meet at the Dukes Retreat, Khandala

List of Employees as of March 31, 2013

- Allan Fernandes
- Alwyn Lasrado
- Archana Hari
- Ashish Chandola
- Bikrant Tiwari
- Chaitanya Dhareshwar
- Deepa Varadarajan
- Deepthi Kommera
- Dhaval Udani
- Digvijay Lal Sinha
- Eti Chordia
- Girish Singh
- Gopi Venkataraman
- Kalpesh Sangani
- Karpagavalli Sundram
- Karuna Korgaonkar
- Mahesh Tawde
- Mansi Soni
- Mehmood Shaikh
- Michael Faras
- Pragati Vichare
- Prashant Pawar
- Priyanka Deokar
- Priyanka Saha
- R. Rajeswari
- Ramesh Joshi
- Rashmi Mudadi
- Richa Honavar
- Rohit Jha
- Sambhaji Kesarkar
- Sandeep Bhandi
- Sandip Kadam
- Sanjyot Kamath
- Shruti Chaudhry
- Simanta Jyoti Medhi
- Smita Nayar
- Snehal Chavan
- Sreekanth PV
- Sumeel Singh Yumnam
- Sundara Meenakshi
- Suneja Salvi
- Suprina Dunga
- Swati Anil
- Swati Bhartia
- Sweta Gupta
- Tarika Vaswani
- Varsha Katiyar
- Veena Beleyur
- Vijay Uttarwar
- Vikas Puthran
- Vikram Chakrabarty
- Viral Patel
- Yama Sandeep
- Yashashree Sardar

List of Volunteers as of March 31, 2013

India:
- Aditya Barve
- Anand Srivastava
- Anil Nagpal
- Bhavana Ramdas
- Deepak Shrivastava
- Girish Fuluskar
- Mallikarjuna Rao
- Manu Bhatnagar
- Muthiah Valliappan
- Pallavi Kelkar
- Pratika Yagnik
- Priya Sarma
- Rachana Mathur
- Rakesh C Pandya
- Ralf Meinhardt
- Sindhu Gogulamudi
- Stanley James

US:
- Asvin Ananthnarayan
- Deepa Gurusamy
- Hari Srinivasan
- Pawan Mehra

UK:
- Apoorva Bhandari
- Manu Bhatnagar
- Rachana Mathur
- Girija Godbole

Advisory Panel - HNI Giving
- Amit Chandra
- Manish Chokhani
- Mahesh Krishnamurthy

Special Mention for Pro-Bono Services
- Deloitte, Haskins & Sells
- Enfield Sales team
- Tata Business Support Services
- Training inCorporate
- Vision Project
170 NGOs listed with GiveIndia as of March 31, 2013

GiveIndia
the power to change lives

- info@giveindia.org
- twitter.com/GiveIndia
- paper.GiveIndia.org
- www.GiveIndia.org
- www.facebook.com/GiveIndia
- www.google.com/+GiveIndia
- blog.GiveIndia.org
- www.causes.com/GiveIndia
- www.linkedin.com/company/GiveIndia

Bihar
6
Jharkhand
1
Orissa
4
Rajasthan
8
West Bengal
9
Haryana
2
Delhi
14
Uttarakhand
1
Uttar Pradesh
4
Maharashtra
31
Andhra Pradesh
15
Goa
1
Karnataka
25
Tamil Nadu
31
Kerala
4
Assam
2
Tripura
1
Gujarat
9
Lakshadweep (India)
Andaman And Nicobar Islands (India)

(13 NGOs) East
8%
(37 NGOs) North
22%
(79 NGOs) South
46%
(41 NGOs) West
24%