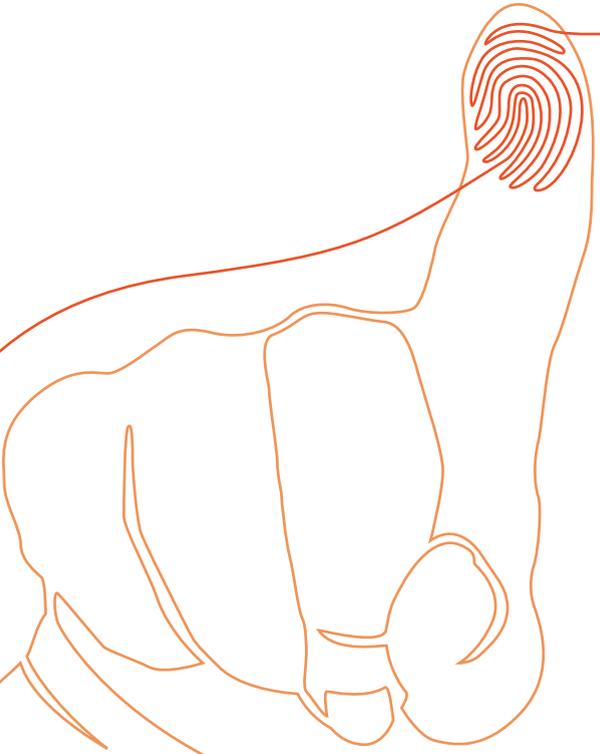


Annual Report 2012-2013

Charities Aid Foundation (CAF) India Publication



CAF Charities Aid
Foundation
India

Our Cause and Vision

Our Vision

A Society motivated to give ever more effectively, transforming lives and communities around the world.

Our Mission

To promote and support strategic giving for more equitable and sustainable society.

Our Promise

We focus on effective giving and facilitate increase flow of resources from individuals and organisations to the non-profit sector for transforming human lives and communities.

Our Impact

Internationally, CAF works with over 3,000 companies, distributing funds in over 90 countries and manages over £1.5 billion for non-profits and donors.

Last year, CAF India helped more than 27000 donors and supported 198 non-profits across 18 states in India.

Contents

| | |
|---|----|
| Our Cause and Vision | 1 |
| Our Core Expertise | 2 |
| Chairperson's Forward | 4 |
| From the Chief Executive's Desk | 5 |
| Individual Giving | 6 |
| Give As You Earn Programme | 7 |
| Corporate Giving | 12 |
| PSEs | 18 |
| Grant Making | 20 |
| Our Validated Charity Partners - 2012 - 2013 | 26 |
| How We Maximise Your Contribution | 27 |
| CAF India Trustees, Management and Team | 30 |

Our Core Expertise

Our core activity is to promote effective giving. CAF India provides assistance to companies and individuals, covering the breath of Philanthropy and Corporate Community Initiatives. For this purpose we work with donors and non-profit organisations to ensure that the funds directed are utilised effectively.

Corporate Giving

At CAF India we enable companies to strategically plan their giving and support community initiatives. We provide guidance and share best practices and ensure that your giving is safe, effective and delivers the maximum impact. With a network of validated NGO partners across the country, we seek to support issues ranging from education, health, early childhood development (balwadi), culture and heritage and disaster preparedness.

Donor Strategy Development

Building a long term strategy is key to making the most of your corporate responsibility. We are experts in developing corporate responsibility strategies and programmes tailored to your business' objectives.

Give As You Earn

This is a flexible, regular and tax effective way for your employees to give to charity. It provides a great way of engaging your staff in your community investment as part of their benefits package and demonstrates our commitment to supporting the community, to both staff and wider stakeholders.

Matched Giving Programme

Your company can match the donations made by your employee to help increase the impact of their contributions. It is a highly flexible programme that can be tailored to match the money donated, time given or contributions raised and helps drive employee engagement.

Volunteering Programmes

With our extensive experience and detailed knowledge of volunteering, we can help design and deliver a bespoke volunteering programme exactly suited to your size and aims. We do this by identifying skill gaps in the NGO sector and matching these to your employees' skill set.

Individual Giving

Whether you want to give 100 Rupees or 100 million Rupees, we're here to help. Our range of services offers flexible ways for you to give to causes that matter to you.

Donor Advised Fund (DAF)

Used by an increasing number of donors, this high value Donor Advised Fund provides a flexible and tax efficient way to give to NGOs of your choice. As well as enabling you to invest in the fund, we will work with you to identify, design and support projects and report on the activity and impact of your cause.

Plan Your Giving

An easy to use account which provides a tax effective way of donating money into an account with CAF, once or multiple times. You can then make a considered decision to distribute the funds to a cause of your choice at any point in time.

Hundred Rupee Club

A simple way for people between the ages of 15-30 who are willing to donate 100 INR a month to support CAF India's Social Change Fund. This fund, finances innovative projects in education, health and livelihood.

Charity Gift Voucher

A perfect way to celebrate a birthday or special occasion. The charity voucher enables you to send a donation as a gift on behalf of your friend, relative or colleague.

Public Sector Enterprises (PSEs)

With over 10 years' experience the CAF India team has considerable expertise in maximising corporate contributions in the most effective and transparent manner, supporting PSEs in making the best use of their resources for CSR.

Grant Making

At CAF India we believe that effective charity lies in the efficient use of the funds that our donors entrust to us. Our key strength lies in doing independent and in-depth due diligence of non-profits and providing an impartial and robust assessment of each one. This enables our donors to make an informed choice about their donations. To date we have helped fund over NGOs in 40 districts in 18 states across India through our partner NGOs.

NGO Causes

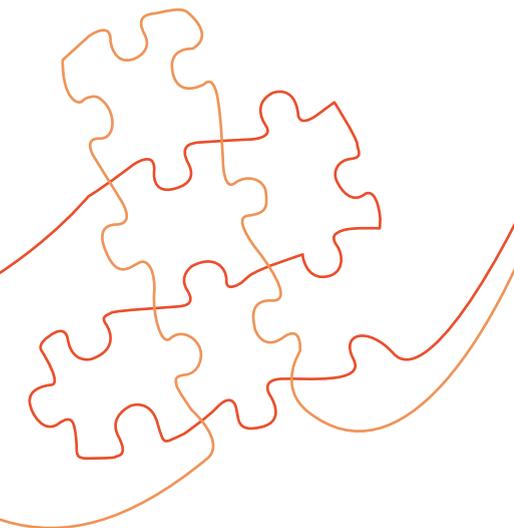
Through our in-house expertise, we help design, develop and manage your sustainable giving programmes from a cause of your choice. You also have the option of investing in our comprehensive programmes covering a range of causes, namely: education, health, early childhood development (balwadi), culture and heritage and disaster preparedness.

Our Values

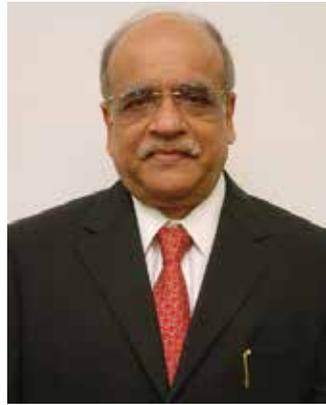
Our values drive everything we do. We offer uncompromising integrity in our promises and action and confidence in our all partners and stakeholders. We undertake strict due-diligence processes to ensure complete accountability and efficiency for each donor rupee. We constantly search for the most effective solutions.

Our key values are:

- **Credence:** Our 80 year track record of helping people give effectively has earned us the trust of charities and donors alike.
- **Efficiency:** We are enthusiastic about our ability to fuel positive change.
- **Humanity:** We deliver our professional service with a personal touch.
- **Leadership:** We are optimistic about the future and not afraid to take risks.



Chairperson's Forward



2012 – 2013 was a good year for us. We have been successful in accomplishing our goal. With our combined efforts and hard work were able to raise INR 18 Crores through corporate sector and individual giving. We have contributed to building philanthropic infrastructure by sensitizing people on various social issues that require immediate attention. Our services continued to be used by several global clients and international grant makers.

None of the achievements of the year would have been possible without the efforts of CAF India's dedicated staff. The team has been committed to the aspirations and mission of CAF India's mission with sincerity.

I have every confidence that CAF India will continue to provide giving solutions in the years to come and will provide valuable resources to the not-for-profit sector.

Arun Bharat Ram
Chairperson CAF India

In addition, we have spent considerable time building out operational efficiency and also launched a new product division called PSU division. We have crafted a long range of plan with clear goals that will see CAF India taking a huge leap forward in the coming years with more brand visibility & shaping up CAF India's identity.

This Annual Review which complements the formal Trustees' Report and annual accounts sets out in a less formal way how CAF India has achieved the growth during the year. It also indicates what we aim to accomplish this year.

From the Chief Executive's Desk



2012-13 was the year of pride for CAF India. We have been successful in accomplishing our goals and raised more than 18 Crores through corporate sector and individual giving. The combined and noteworthy effort of the team pulled it in economic challenges and market hesitations.

CAF India mission is to promote and support strategic giving for a more equitable and sustainable society. We try and facilitate

increased flow of resources from individuals and organizations to the non-profit sector for transforming human lives and communities. This is our responsibility and privilege. We are part of the CAF Global Alliance helping individuals and companies to give evermore effectively across 90 countries and distributing 1 million pounds to charities each day!

We cover a large gamut of social issues ranging from Education, Community development, Livelihood, Healthcare, Disability Environment, Humanitarian Response and what not. We believe that it is important to address these issues and then work towards the same. We are responsive to the issues that confront us today even as we continue to take a long – and optimistic – view towards the future.

Year 2012-13 was a great year which gave CAF India lots of benchmarks to take proud of. We have spent considerable time building out operational efficiency and also launched a new product division called PSU division. PSU's holds great potential in social giving. With new government policies and guidelines PSU's will be an important sector which will mark a huge change in Social Giving. The social initiatives of PSUs in the last six decades have considerably uplifted the quality of life of the communities. They've worked in

remote rural or tribal locations, where most private corporations have seldom thought of or tried reaching. In addition to spending gigantic amount of funds on employee benefits and their skills development, CPSEs have been working towards disbursing the benefits of development among the communities they operate within.

CAF India organised successfully managed to run various programmes put forward by our donors.

Our consistent efforts put for all our projects gives our donors and corporates huge satisfaction and reason to come back to us again and again. We successfully launched phase 2 of Support My School Campaign.

Most of the power and impact of our work was derived from the quality of our relationships with NGOs and people closest to the issues we address. Our partners were vital contributors, and a shared understanding helped everyone work more effectively together. I am grateful to all our donors for their continued trust and generous support of our vision, purpose and direction. Thank you all for believing in CAF India. I hope that your support will remain in future as we continue to deliver value to you.

I sincerely thank every member of CAF India for their hard work, determination, ability and energy with which they contributed and made 2012-13 a significant year.

I am confident that 2013-14 will bring more value to the organization and make us one of the most preferred organizations for donors and NGOs in every respect.

Being CAF India means expanding the world of possibilities for a meaningful and effective giving. We will not rest with anything less

Meenakshi Batra
Acting Chief Executive

Individual Giving

Donor Advised Fund (DAF): Used by an increasing number of donors, this high-value Donor Advised fund provides a flexible and tax-effective way for you to give to NGOs of your choice. As well as enabling you to invest in the fund we will work with you to identify, design and support projects and will report on the activity and impact of your cause.

Plan Your Giving: An easy to use account which provides a tax-effective way of donating money into an account with CAF, once or multiple times. You can then make a considered decision to distribute the funds to a cause of your choice at any point in time. As an employee your company may have a number of tax-effective, charitable giving solutions in which you can join.

Matched Giving: Companies can match the donations made by you as an employee to help increase the impact of your contribution. It is a highly flexible programme that can be tailored to match the money donated, time given or contributions raised.

Volunteering Programme: With our extensive experience and detailed knowledge of volunteering, we can help the company design and deliver a bespoke volunteering programme exactly suited to its size and aims. We do this by:

- Conducting an employee audit to identify your colleagues' skills and interests
- Identifying skill gaps in the NGO sector where value can be added
- Identifying and validating suitable NGO partners
- Assessing the impact of the programme, and continually adapting it to changing circumstances
- Helping replicate and repeat successful programmes

Give As You Earn: GAYE offers you, as an employee, an easy and tax-effective way of giving to a cause and NGO of your choice through your payroll. Once you have chosen an NGO, an agreed and regular amount will be deducted from your pay to the NGO, providing a simple and quick way of supporting your NGO. An annual update is sent to you to keep you informed of your support. Currently more than 27,000 individual donors are supporting 190 NGOs across 18 states in India through CAF.

- GAYE allows employees to support their chosen charitable cause in an efficient and cost-effective manner
- Employees are offered a wide range of causes to support with deductions being made directly from their salaries
- This provides 50 % tax exemption under section 80G of the Indian income Tax Act
- CAF India charges 10 % of the donation as administration cost to support monitoring and reporting of the grants

Process

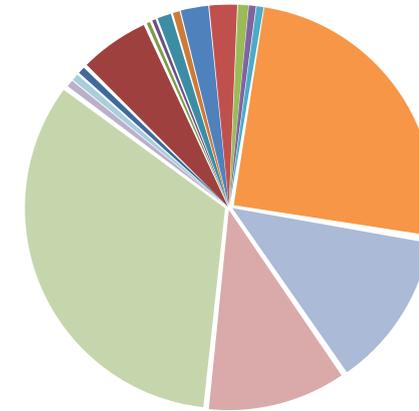
- Employees chooses a causes to support from a CAF India list of validated charities
- Authorisation is sent via an intranet form/donor authorisation to Payroll Department
- Money is disbursed to your chosen charity
- CAF India to report on the impact of your valuable donations
- 80G receipt to be sent to you annually for availing tax benefits

CAF India supports

Children Education, Health care, Animal Welfare, care for the Elderly, Community Development, Disability, Environmental Cause, Liveihood Promotion and Special Needs.

Give As You Earn Programme

Fund Tracker 2012 - 13



- ABB Ltd.
- American Express India Pvt. Ltd.
- Barclays Shared Services
- Charities Aid Foundation India
- Ernst & Young
- Glaxo Smit Klin
- Hewitt Associates Pvt. LTD.
- Pepsico India Holdings Pvt. Ltd.
- Pepsico Foundation
- The Sri Ram School
- Adobe
- Accenture services Pvt. Ltd.
- Amex Foundation
- RBS
- Microsoft India Pvt. Ltd.
- Amex Reward Points
- DE Shaw India Software Pvt Ltd.

OVERVIEW

CAF India clients have continued to make charitable giving a priority despite continued economic pressures, with donations surpassing the targets set for the year

Individual Giving

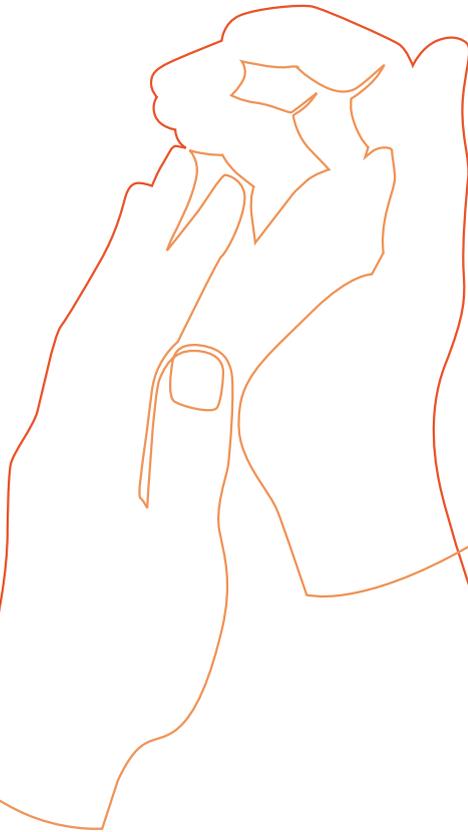
Corporate Intervention

The ability to communicate



My name is Abhinay. I belong to a village called Nirmal in Adilabad district. I was born deaf. My father runs a small business in the town. My mother was so distressed when she got to know that I am hearing impaired. I think it is a feeling any parent would have. A feeling that comes out of fear, A fear of the world where I was born. I was unlike my

friends, but I knew, I am better than them. My parents had no access to health facility in the village and it was out of my father's pocket to get me treated in the city. My days in school were very quiet, filled with silence. I could neither speak nor understand anyone. It was very painful to be neglected. But then things changed. My mother's prayers were answered. Somebody in our village, suggested my parents to take me to Ashray Akruti School where children with hearing impairment get enrolled. I would say that was the turning point of my life. The school helped me develop my confidence to perform academically. It is well said that "recognition comes when you succeed" and it happened in my life. With the help of teachers in Ashray Akruti, I could work on my speech and my communication vastly improved. I was able to complete my 10th standard board examination with good marks. I completed polytechnic course and now I am pursuing Engineering course from Matrusree Engineering College in Hyderabad. All my parent's prayers are addressed now. They are happy to see me progress and I am confident that I can take care of them well. I know that not many people are lucky like me, But I pray and wish them good luck.



Writing my dreams



My name is Ganga Devi. I hail from a village that not many people would have heard of. Its 500 kilometers from the city of Hyderabad. At my village, Podalakuru, my father is a farmer and my mother, a homemaker.

MY LIFE

I want to share my experiences with all of you. It is not a sad story but a story that I drew inspiration from. I am pursuing my Engineering Course from Malla Reddy Engineering college. I am proud to say that I have learnt to read, write and talk without the use of sign language. I have profound hearing loss. All this was possible because, I had the determination to overcome this disability. My parents were shocked to learn that I was suffering from hearing loss and there were no facilities in the village to address this problem. With a meager annual income, my parents couldn't even think of taking me to the city hospital. My future seemed bleak for them. Then as they, "when one door closes the other opens", Ashray Akruti, a NGO came to my rescue. Ashray Akruti, has a school for hearing impaired kids, where I was enrolled in 1997 at the age of 6.

Individual Giving

Corporate Intervention

It was an experience of a lifetime to study in a residential home run by Ashray Akruti. I thank my teachers who helped me read, write and talk with confidence. Its an irony of our society that we don't accept children with disability in the mainstream education system, but I guess Akruti, like NGOs can change the world, working with the people to realize the need for acceptance.

Individual Giving at CAF India

Testimonial

We have partnered with Charities Aid foundation India for our payroll donation program since last 4 years. It has been a great experience associating with CAF India. Its expertise and support in assisting payroll program for corporates has helped us in designing and executing our program successfully. CAF India through its wide range network of non-profit organizations provides a pool of organizations to work with. It aligns very well with Microsoft's mission to help drive inclusive growth through education

Manju Dhasmana
Community Affairs Manager
Microsoft



Corporate Giving

CAF India we enable companies to strategically plan their giving and support community initiatives. We provide guidance and share best practices and ensure that your giving is safe, effective and delivers the maximum impact. As an organisation with a network of validated NGO partners that champion a wide range of causes across the country, we seek to support issues ranging from education, health, early childhood development (balwadi), culture and heritage and disaster preparedness.

Donor strategy development: Building a long term sustainable strategy is key to making the most of your corporate responsibility. We are experts in developing corporate responsibility strategies that will make a difference to your business and to the communities you want to help. We are also expert at building community investment programmes tailored to your company's objectives. We believe in providing the best advice for you and we do this through: Our in-depth understanding of the charity and business worlds, ranging across sectors

- Our wide ranging corporate responsibility expertise
- Our unique role - providing an objective viewpoint in analysing and providing quality assurance on each NGO

Design and deliver Community Investment Programmes:

In partnership, we help you develop, implement and evaluate programmes with our network of validated non-profits working across diverse causes in India - and ensure it continues to deliver against the objectives you set. We work with you to help your company maximise its giving, through:

- Ensuring the causes you choose work in the best interests of your company
- Evaluating the local community in order to focus on areas where you and your stakeholders can make the greatest difference
- Identifying best practice, volunteering, skill sharing and community investment in areas that are critical for your success.

Reviewing and Revising: An essential part to developing the strategy and programme is the need to ensure it meets its objectives. We work closely with you to pinpoint key challenges and provide solutions through our expertise. We will also support you through regular reviews to develop and progress your programme.

Stakeholder Management and Communications: Through our in-house expertise we develop and implement effective communication plans to engage key stakeholders. This can range from an employee engagement programme through to a corporate campaign covering consumers, vendors and other corporate partners.

Involving employees in your Corporate Responsibility Programme:

With our expertise we can help you develop effective and engaging volunteering programmes, encourage employees to make regular donations using our Give As You Earn payroll giving scheme and boost your employees' efforts by matching their donations.

Volunteering Programmes: With our extensive experience and detailed knowledge of volunteering, we can help design and deliver a bespoke volunteering programme exactly suited to your size and aims. We do this by:

- Conducting an employee audit to identify their skills and interests
- Identifying skills gaps in the NGO sector and matching these to your employees' skills set
- Making the most of your company's assets through skilled volunteering
- Identify and validate suitable NGO partners
- Assess the impact of the programme, and continually adapt it to changing circumstances
- Help replicate and repeat successful programmes

Corporate Giving At Caf India

Primary Health Care Center – Baramulla – HDFC

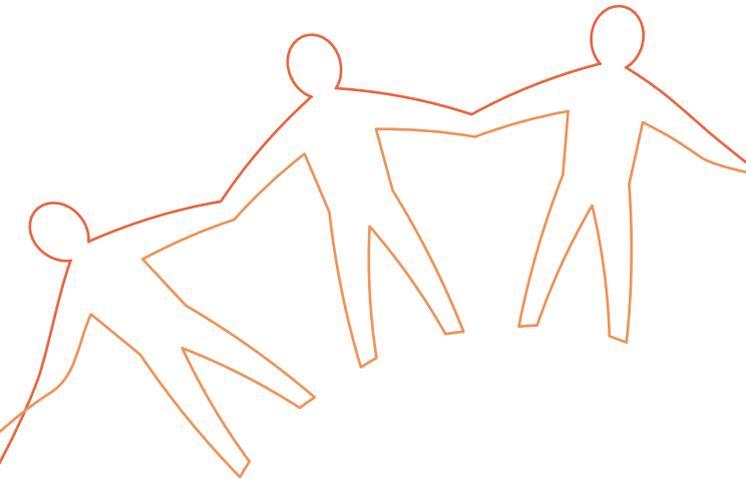
Funded by – HDFC and Implemented by Aman Charitable Public trust The Baramullah project was initiated CAF three years back and CAF India had approached many corporates for supporting the project and finally HDFC came forward to support the project.

The impact of conflict in Kashmir is immediately discernible in the lack of infrastructure in the rural parts of Kashmir like the districts of Baramulla, where this project is located. The state run health care system is in dismal state which allows quacks and private doctors to exploit the villagers. It is, therefore, necessary to run localized health facilities that can meet the basic health needs of a number of people at the grassroots level.

The objective of the project is to:

- Provide health care and laboratory facilities to 20 villages of Baramulla District reaching out to a population of 1 lakh people
- Preventive health campaign on reproductive health and childcare
- Advocacy on government health care schemes like NHRM reach beneficiaries and properly implemented

The strength of the program has been the taking the health facilities to the remote, difficult to access terrains within the districts through bimonthly health camps. Ensuring that the government health care schemes like ICDS and NHRM outreach the maximum numbers of beneficiaries and are implemented fully by conducting advocacy and awareness programmes.



Corporate Giving At Caf India

SUPPORT MY SCHOOL CAMPAIGN

The Journey so far

The Beginning

In 2010, CAF India partnered with Coca Cola India, NDTV, and UN habitat came together to launch a unique campaign Support My School (SMS) to raise awareness and funds to bring together partners in an effort to revitalize schools in rural and semi urban India with an emphasis on

- Proper sanitation
- Access to water and sports facilities
- Environment upkeep
- Rainwater harvesting

Charities Aid Foundation (CAF) was appointed the Implementation Partner and Sulabh International as the Knowledge Partner for this campaign. The campaign also gained enormous strength and credibility with eminent cricketer Sachin Tendulkar joining in as its campaign ambassador.

After extensive preparation and pilots spread over a year, the SMS campaign was formally launched on 24 January 2011, with a promise to provide basic amenities in at least a100 schools.

Creating Happy, Healthy Active Schools

Partner NGO of Charities Aid Foundation

Working for the better of the children is more important than any other development program. It is no doubt the responsibility of corporate and organizations like CAF to see that the society is developed uniformly of which they are part and parcel. Now Support My School (SMS) campaign is known in every corner of Rangareddy District (Andhra Pradesh) due to its successful interventions. The pouring request for adopting the schools under SMS, (still received by ASSSIT) shows how the stakeholders are satisfied. All the stakeholders included the elected representatives and bureaucrats are satisfied with the work completed under SMS.

K.S.R Murthy, ASSIST

Partner NGO of Charities Aid Foundation (CAF)

My Story

My name is Santosh. I am in grade 8 and I am 14 years old. I have been studying in this school since grade 1 and have been part of it since the past 7 years. Earlier I didn't like it much here as there were no separate toilets for girls, access to clean drinking water and no proper playground. I use to tell my parents that I want to go to the big school. We are farmers by professions so my parents could not afford to send me to a private school in the city.

A turning point came when **Support My School (SMS)** helped our school grow by providing us with basic necessities as well as other amenities.

Through SMS, Coca-Cola has planted trees around our sports field, developed our sports facilities like basketball, badminton and volley ball courts, donated us a full Pearson funded library, made clean drinking water easily available and sent up a full rain water harvesting system inside our school premises.

I feel that **SMS** has totally have turned our school's image by revamping it to such an extent that we might just be better off than few private city schools too. Now I look forward to coming to school, learning new things, playing sports and meeting all my friends. I am proud to be a part of Pabsara Government Middle School and am highly obliged by the campaign's kind gesture that changed our lives forever.

Santosh 14 years, Student,

Government Middle School, Padsara District*

**As told to youth ambassador Billal Dar*

“A turning point came when Support My School (SMS) helped our school grow by providing us with basic necessities...”

Corporate Giving At Caf India

My name is Rashmi. I am in grade 7 and 13 years old. I have been studying in this school since grade 1 and have been part of it since the past 6 years. My parents, younger brother and I live in small secluded village called Jhundpur in Haryana, India

My family is not very well off and cannot afford to send me to a private school. The government primary school in our village lacked access to drinking water, separate toilet for girls and a proper playground. This was very discouraging for me. Many other girls dropped out of school at a very young age for the same reason. When we found out that our school was being refurbished by the Support my School (SMS) campaign, I was very excited, but my parents were skeptical. Many times, promises such as these fail to be fulfilled.

Fortunately not this time, the work was completed in just under 6 months. Now there are separate toilets for girls and boys, clean drinking water, a proper playground with a basketball, volleyball and badminton court, a full-fledged Pearson Library and most importantly a clean environment to breathe in with trees all over.

I love playing basketball with my friends, and because of this campaign, I now enjoy and love going to school. My parents along with many other parents are content with the improvement and no longer feel the need to pull their girls out of schools.

Rashmi, 13 years, Student

Government Middle school, Jhundpur District*

Corporate Giving At Caf India

Introduction - Herbalife Family Foundation (HFF)

Herbalife is a global nutrition company that has helped people pursue a healthy, active life since 1980. Their nutrition, weight-management and personal care products are available exclusively through more than 2.3 million independent Distributors in more than 80 countries. Herbalife support the **Herbalife Family Foundation** and its Casa Herbalife program to help bring good nutrition to children in need. They also sponsor world-class athletes, teams and events around the globe, including the LA Galaxy and FC Barcelona soccer clubs, as well as champions in more than 15 other sports.

HFF Mission is to change people's lives by providing the best business opportunity in direct selling and the best nutrition and weight-management products in the world.

Partnership

Herbalife Family Foundation in pursuance of its objective engaged with CAF India to accept donations from donors in India. It manages grants that support the programs of the HFF in India. HFF also agreed to explore CAF India to support donor engagement through volunteering opportunities across multiple NGO. Charities Aid Foundation facilitated the received donations from individual donors including Independent Distributors of Herbalife during Herbalife Extravaganza, Spectacular Event and at different points of time as may be decided by Herbalife.

The Foundation joined us to support CAF India's "**Disaster Relief Fund**" which supported relief and rehabilitation of the affected population.



PSEs

Public Sector Enterprises (PSEs) have significantly increased their community development initiatives whilst meeting their commercial objectives. At CAF India we enable companies to strategically plan their giving and support community initiatives. We provide guidance and share best practices and ensure that your giving is effective. With over 10 years' experience the CAF India team has considerable expertise in maximising corporate contributions in the most effective and transparent manner, supporting PSEs in making the best use of their resources for CSR.

Our range of services includes:

Baseline Survey: Before a CSR programme commences, it is a mandatory requirement endorsed by the Department of Public Enterprises for all PSEs to carry out a baseline survey. CAF India can carry out a comprehensive assessment and analysis of regional conditions and needs, incorporating methods such as questionnaires, interviews, observation and existing records. From this we are able to provide an informed understanding of the key areas that require investment.

Donor Strategy Development: Building a long term sustainable strategy is key to making the most of your corporate responsibility. We are experts in developing community development strategies that will make a difference to your business and to the communities you wish to help. We are also expert at building Community Investment programmes tailored to your company's objectives. We believe in providing the best advice for you and we do this through our: In-depth understanding of the charity and business worlds, ranging across sectors. Wide ranging corporate responsibility expertise in facilitating mutually beneficial partnerships with the NGOs you choose, whether your scope is local or national. Unique role - providing an objective viewpoint in analysing and providing quality assurance on each NGO

Design and Deliver Community Investment Programmes:

In partnership, we help you develop, implement and evaluate your programme with chosen validated non-profits working across diverse causes in India – and ensure it continues to deliver against the objectives you set. We work with you to help your company maximise its giving, through: Ensuring the causes you choose help meet your company's objectives. Linking the needs of the communities in which you operate with your company's need to demonstrate where you and your stakeholders can make the greatest difference identifying best practice, volunteering and skill sharing opportunities in areas that are critical for your success

Stakeholder Management and Communications: Through our in-house expertise we develop and implement effective communication plans to engage key stakeholders. This can range from an employee engagement programme through to a corporate campaign for consumers, vendors and other corporate partners.

Social Impact Measurement: An essential part to developing the strategy and programme is the need to ensure it meets its objectives. Using data from the baseline survey, we work closely with you to review, measure and maximise your social impact and capture learnings to guide future interventions. We will also support you through regular reviews to develop and progress your programme.

Trends of PSU Giving in India

Analysis of PSE Sector

India has been able to maintain a decent, if not spectacular, economic growth during a slowdown in the global economy. Primarily riding on government stimulus packages, which included large social expenditure programmes focussing on providing infrastructure and subsidies. The thrust was supported by the growth, production, large scale employment and resources made available by the enormous government owned enterprises, known as the Central Public Sector Enterprises (CPSEs). Being the largest commercial enterprises in the country, CPSEs provide a huge leverage to the government (their controlling shareholder) to intervene in the economy directly or indirectly to achieve the desired socio-economic objectives. These PSEs ensure their business decisions disregard the short-term commercial interest to invest in local assets and resources so as to maximise the long-term socio-economic gains. Even the rural growth story, which has recently caught the attention of private sector, could not have been possible without the number of basic infrastructure services offered by public sector in this area.

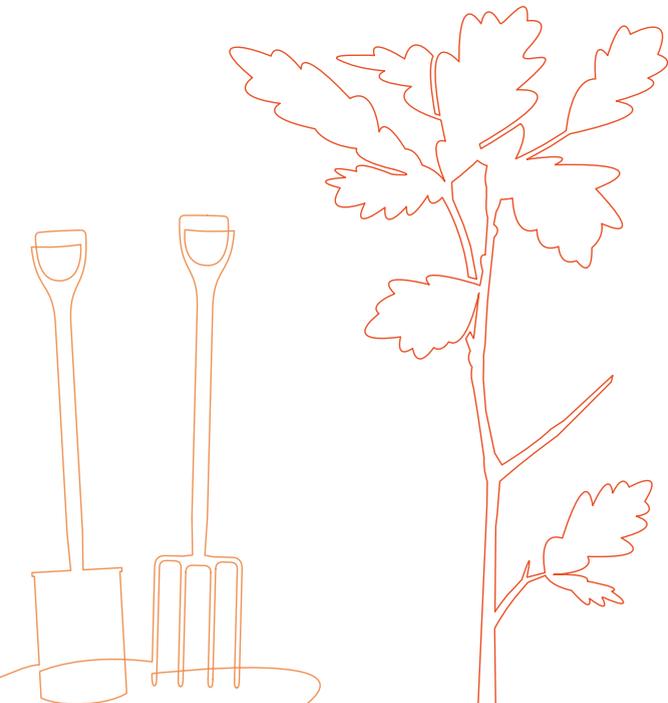
The important indicators to measure the performance of PSES are their share in India's GDP, in gross domestic capital formation,

total employment in PSEs and prices deflator for the sector. In the beginning of the seventies, this share was just 10%, which grew rapidly in the following two decades and more than doubled to 25% by 1990-91. It still accounts for one fifth of the total GDP during FY11.

Thought leadership and policy influencing

- Building proposals which advocate holistic development of communities
- Through our programs with PSUs, supporting the government in achieving MDGs in the most backward districts
- Launching a strong "National Internship & Volunteering" model, ensuring a steady inflow of trained and high-quality workforce into development sector

PSEs



Grant Making

Grant making at CAF India personifies our mission of promoting strategic giving. We work towards aligning every charitable giving to investment principles and business practices and offer authentic and sustainable solutions to challenges facing Indian society today. Our Grant Making team has helped change the lives of thousands of people. We do this by disbursing funds to over 40 districts in 17 states across India through our partner NGOs.

NGO Validation: Our key strength lies in doing independent and in-depth due diligence of non-profits and providing an impartial and robust assessment of each one. Each assessment analyses their track record and capacity skills, with a view to maximising the potential of each grant. This enables our donors to make an informed choice about their donations and investments. Our long, proven track record and expertise has helped us gain and retain the trust of many individual donors, national and transnational companies, foundations and institutions.

Capacity Building: Over the last five years we have proactively engaged in building capacity in the non-profit sector. This has involved a wide range of practices, from producing guidelines, creating frameworks for managing projects, to organising capacity building workshops through to providing learning opportunities for non-profit leaders and organisations.

Community Development Initiatives : Building a long term sustainable strategy is key to making the most of a company's corporate responsibility. We are experts in developing corporate responsibility strategies that will make a difference to the company and to the communities it wants to help. We believe in providing the best advice and we do this through:

- Our in-depth understanding of the charity and business worlds
- Our wide ranging corporate responsibility expertise
- Our unique role – providing an objective viewpoint in analysing and providing quality assurance on each NGO

Programme Design and Delivery: We help donors design, develop and manage their sustainable giving programmes from a cause of their choosing. Donors also have the option of investing in our comprehensive Programmes covering a range of causes, namely: education, health, early childhood development (balwadi), culture and heritage and disaster preparedness. (refer fig 1.0)

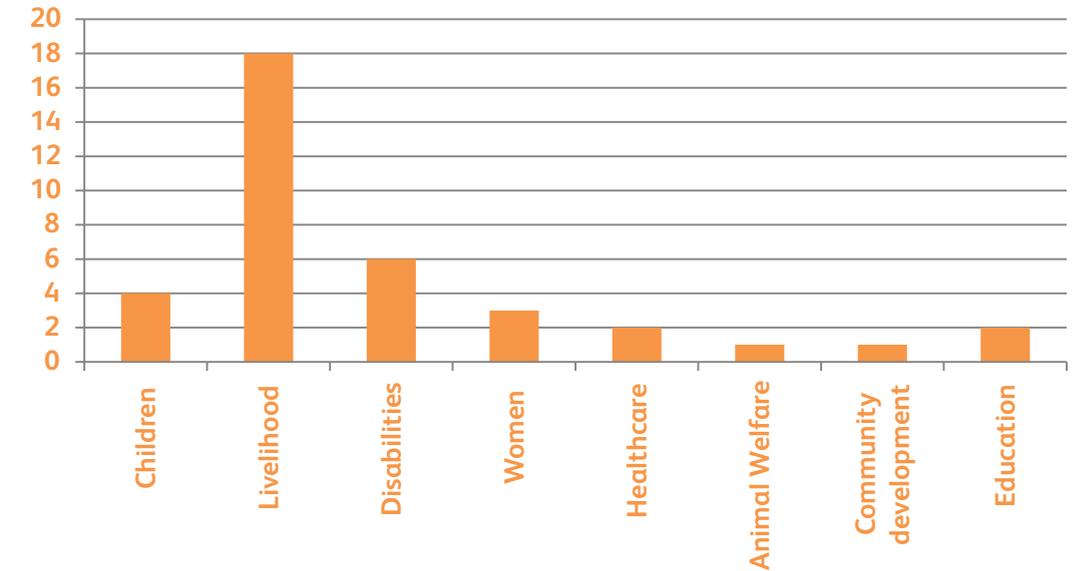
NGO Partnership Support: We provide advisory support to NGOs, Trusts or Societies in the areas of institutional development, capacity building, strategic and operational issues, fund raising and public relations and communications.

Research: We undertake stand alone consulting, feasibility studies and research projects to enable companies, foundations and individual donors to gain a deeper understanding of the needs of communities to help meet their giving objectives.

Institutional Development: We partner with companies to build and expand their community investment programmes within their foundation.

Disaster Support: We are active in facilitating donations from companies, individuals and international partners for non profits, working to rehabilitate victims from natural disasters.

Grant Making



NGO Partner

| | | | | |
|--------------------------|----------------------------|----------------------------|-----------------------------|------------------------|
| Deepalaya | Sakaar | Rehabilitation (SUPPORT), | Udhavum Ullangul Public | Mumbai Mobile Creches |
| Salaam Balak Trust | Maher | Mumbai | Charitable Trust, Chennai | Udayan |
| Musakaan | Hope Foundation | Citiza Development Centre, | The Muncherjee Nowrojee | The Indian Council for |
| Wildlife Trust of India | Child Welfare and Holistic | Chennai | Banajee Industrial Home for | Mental Health |
| Rehabilitation Aids | Organization for Rural | Bangalore Oniyavara Seva | the Blind | Read India |
| Workshop by Women with | Development (CHORD), | Coota (Bosco) | Etasha Society | Citizens Environment |
| Disability(RAWWD) | Hyderabad | Vidya Intergrated | Calcutta Social Project, | Improvement Society |
| Kherwadi Social Welfare | ISKCON Food Relief | Development for Youth and | Kolkata | Janhit Foundation |
| Association | Foundation, Mumbai | Adults | Action for Child labour | HelpAge India |
| Shristee Special Academy | Society Undertaking | Enable- India, Bangalore | (Cholai) | |
| Mahita | Poor People's Onus for | Akshara Foundation | Janaseva Pune | |

Transforming Lives

My Supergirl



This story is about my elder daughter Lolita. My name is Krishna Singh and I put up in Leprosy colony of Sitarampur. I was 18 years of age when I got detected with leprosy. My parents took me to a local hospital where I underwent treatment for 4 years. Post my recovery I got married to beautiful woman

named Lakshmi. I use to run a grocery shop to earn a living. Due to my past history there is permanent deformity in my right hand and people use to fear coming to my shop. They use to avoid buying stuff from me, because of which I was left with no other option but to quit and start begging.

We were blessed with two daughters and a son. We approached the Udayan Survey Team to get our elder daughter, Lolita admitted to Udayan. She has been in Udayan since the year 1999 from the age of seven. She studied in Barrackpore Wesley Hindustani High School. This year she appeared for H.S examination and secured a very impressive 71% of marks in aggregate and her total was highest among Udayan students. She made us very proud. She like Painting and Singing very much Lolita wants to become a qualified nurse and Steve Waugh Scholarship has helped her to fulfill her dreams. She has been admitted to Apollo Nursing College, Durg in Chhattisgarh.

Will to win



My name is Salma, I am 19 years, a resident of Bhavani Nagar, Hyderabad. My father is a auto driver and my mother, a house wife. I am born with two brothers, who work as daily wagers. I belong to an orthodox muslim family and it took me lot of efforts in making them understand the importance of education.

MY LIFE

As a bright student in the 10th standard, I had lot of ambitions to continue my education and become a teacher, but the situation didn't help my cause. My brother and father were not interested to let me continue my higher education. I have seen my classmates discontinuing their education after their puberty, because of family pressure and taboos. I was not an exception either. I tried to seek my mother's support, but didn't have any say in the family decision. I used to help her in household chores and cutting betel nuts confining myself to the four walls around me. Then a ray of hope appeared, that changed my life, when I met the staff of Mahita in an Adolescent Girls meet. Fortunately I got an opportunity to attend the meeting and enrolled myself in a vocational center run by Mahita with the support of CAF India.

The zeal and inspiration that I got from the centre has also motivated my parents to join the centre. I am learning beautician course and I am quick learner. I have simultaneously enrolled for basic computer course as well. I have got the confidence to change the mindset of my parents towards girl child issues and taken up the responsibility as a change agent in our locality.

SALMA - "Even some times, I am surprised about the changes made within my personality; unbelievable change, now I have an ambition, yes! Definitely I will pursue this path.

English-Vinglish

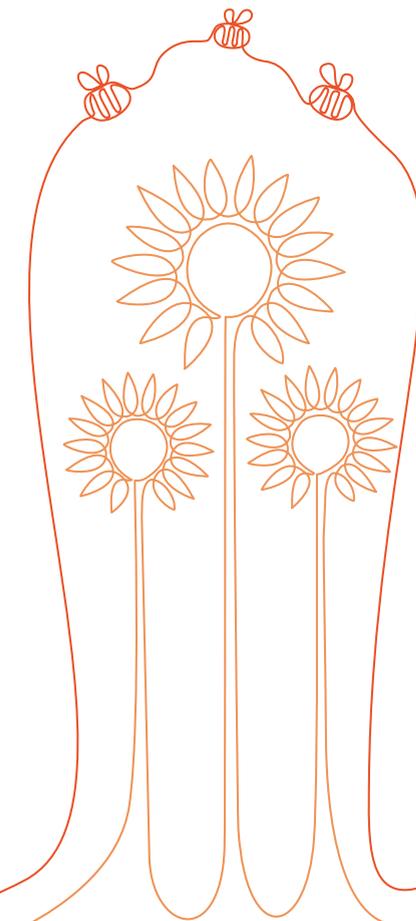


Priyanka Chavan is an above average student. She was enrolled in VIDYA's Beyond School Program at Gautam Nagar few years back. Holistic approach of the program enhanced this Class 9 student's study skills. Today she is an energetic contestant in various activities, workshops and other events that are held in VIDYA. Noticing the pace of her progress,

her schooling was switched to a Semi English medium from Marathi medium. The change in the medium did not deter her learning. She is one of the scholarship students of VIDYA who have excelled in studies and has largely participated in various co-curricular activities. Right now Priyanka is focusing on her spoken English Skills which we believe she will outdo!!

Here is VIDYA wishing all the best for her bright future!

Transforming Lives

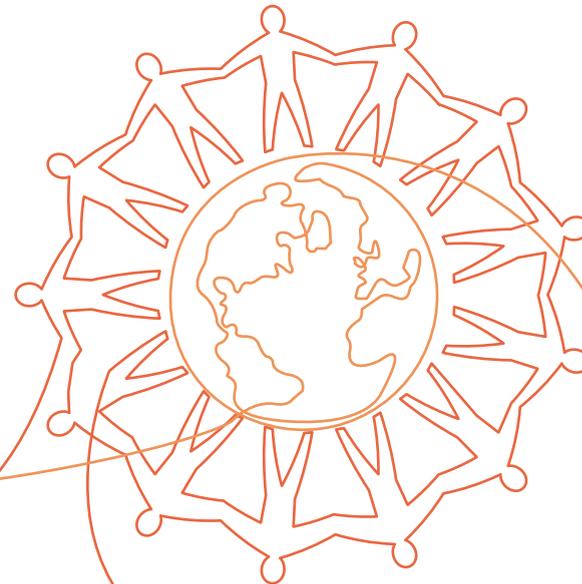




Our Validated Charity Partners - 2012 - 2013

Ashwini Charitable Trust
Smile Foundation
Balajothi
Care India
CORD
Oxfam India
Regenboog India Foundation
Ummeed Child Development Centre
Isha Vidya
Agewell Foundation
Jagriti Bal Vikas Samiti
Bharti Foundation
New life Charitable Trust
Nav Bharat Jagriti Kendra
Nature Conservation Foundation
Human Welfare Association
Bal Raksha Bharat(Save The Children)
Health, Education, Adoption, Rehabilitation Development Society(HEARDS)
International Services Association,
ResponseNet Development Services(Aidmatrix Foundation)
Onvya(Tara Shelters)

Anandam
Operation Asha
Centre for Social Service
Gandhian Organization for Rural Development
Dr.Hermann Gundert Foundation
Visakha Society for the Protection and Care of Animals
Society for the Higher Education of Women in India (S P J Sadhana School)
Saraswathi Foundation
Ambuja Foundation
Urmul Trust
Bhoruka Charitable Trust
Reaching the Unreached



How We Maximise Your Contribution

Charities Aid Foundation India Balance Sheet as at 31st March 2013

| SOURCES OF FUNDS | | | |
|---|----|--------------------|-------------------|
| Capital Fund | 1 | 38,005,947 | 32,420,030 |
| Corpus Fund | 2 | 1,020,400 | 1,015,300 |
| Capital Assets Fund | 3 | 2,769,485 | 183,438 |
| Unutilised Grants | 4A | 104,742,577 | 56,506,070 |
| TOTAL | | 146,538,409 | 90,124,838 |
| APPLICATION OF FUNDS | | | |
| Fixed Assets | | | |
| a. Gross Block | 5 | 4,629,788 | 1,969,924 |
| b. Less: Accumulated Depreciation | | 1,252,660 | 1,753,219 |
| c. Net Block | | 3,377,128 | 216,705 |
| Current Assets, Loans and Advances | | | |
| Cash and Bank Balances | 6 | 137,253,141 | 89,273,615 |
| Loans and Advances | 7 | 18,785,358 | 8,759,841 |
| Total Current Assets | | 156,038,499 | 98,033,456 |
| Less: Current Liabilities and Provisions | 8 | 12,877,218 | 8,125,323 |
| Net Current Assets | | 143,161,281 | 89,908,133 |
| TOTAL | | 146,538,409 | 90,124,838 |

Notes forming part of the accounts 11

The above Schedules form an integral part of the financial statements

In terms of our report attached

For Deloitte Haskins & Sells
Chartered Accountants

Alka Chadha

Alka Chadha
Partner



Place: Gurgaon
Date: - 6 AUG 2013

For and on behalf of

Charities Aid Foundation India

Arun Bharat Ram

Arun Bharat Ram
Chairman

Meenakshi Batra
Meenakshi Batra
Chief Executive



Place: New Delhi
Date: - 6 AUG 2013

How We Maximise Your Contribution

Charities Aid Foundation India
Income & Expenditure account for the year ended 31st March 2013

| | Schedule Ref. | Year ended 31.03.13 (₹) | Year ended 31.03.12 (₹) |
|------------------------------------|---------------|-------------------------|-------------------------|
| INCOME | | | |
| Grants/Donations Received | | | |
| Specific Purpose Grant Income | 4A | 131,937,922 | 225,845,697 |
| Other Income | 9 | 6,387,137 | 4,398,433 |
| | | 138,325,059 | 230,244,130 |
| EXPENDITURE | | | |
| Grants/Donations Paid | | | |
| Specific Purpose Grant Expenditure | 4B | 119,624,297 | 211,146,689 |
| Depreciation and amortisation | 5 | 187,285 | 123,520 |
| Other Expenses | 10 | 13,089,468 | 9,980,000 |
| | | 132,901,050 | 221,250,209 |
| Surplus | | 5,424,009 | 8,993,921 |
| - Transfer to Capital Assets Fund | | (161,904) | (90,788) |
| - Transfer to Capital Fund | | 5,585,913 | 9,084,709 |

Notes forming part of the accounts 11

The above Schedules form an integral part of the financial statements

In terms of our report attached

For Deloitte Haskins & Sells
Chartered Accountants

Alka Chadha

Alka Chadha
Partner



For and on behalf of

Charities Aid Foundation India

Arun Bharat Ram

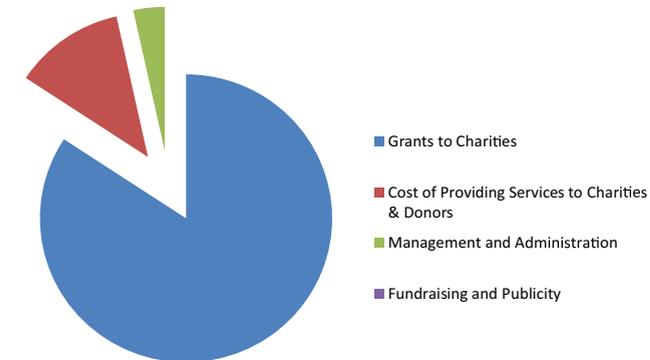
Arun Bharat Ram
Chairman

Meenakshi Batra

Meenakshi Batra
Chief Executive

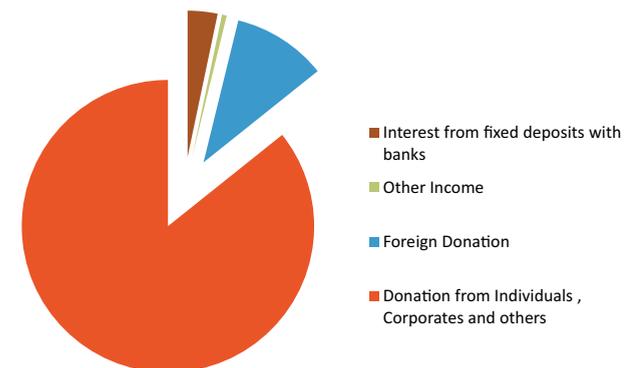


Outflow Funds (2012 - 13) Amount in INR lakhs



| Outflow funds (2012- 13) | Amount in INR lakhs |
|--|---------------------|
| Grants to Charities | ₹ 1113.21 |
| Cost of Providing services to Charities & Donors | ₹ 162.33 |
| Management and Administration | ₹ 52.01 |
| Fundraising and Publicity | ₹ 1.46 |

Inflow Funds (2012-13) Amount in INR lakhs



| Inflow funds (2012-13) | Amount in INR lakhs |
|--|---------------------|
| Interest from fixed deposits with banks | ₹ 62.78 |
| Other Income | ₹ 1.09 |
| Foreign Donation | ₹ 171.45 |
| Donation from Individuals, Corporates and others | ₹ 1147.93 |

CAF India Trustees, Management and Team

Mr Arun Bharat Ram,
Chairman, SRF Limited

Ms Isher Ahluwalia,
Chairperson (ICRIER), Delhi

Mr Sanjay Patra,
Executive Director, Financial Management Service Foundation

Mrs. Prema Sagar,
Principal & Founder

Mr Sanjay Gupta,
CEO, English Helper

Mr Neeraj Gulati,
Managing Director, Monotype Imaging India

Mr Ajay Kaushal,
Co-founder, Director BillDesk

Mr. K.A Chaukar,
managing director, TATA Industries

Mr. Ajay Mehta,
Ex Executive Director NFI

Mr. Kashi N. Memani,
Chair man E&Y, New Delhi

Ms Jo Ensor,
Director Philanthropy

Mr. Arjun Malhotra,
Ex Chairman Headstrong

Ms Neelima Khetan,
Executive Director, Seva mandir

CAF India Management and Team

Amita Puri
Chief Executive

Meenakshi Batra
Chief Executive

Geetha Nair
Head- Finance & Operation

Rakesh
Head- Finance & Operation

Shikha Gupta
Head- Donor Service Individual giving

Ritu Arora
Head - Corporate Giving

Avijeet Kumar
Head- Grant Making

Sanjoy Kumar Sharma
Sr. Manager- Grant Making

Puja Bhalla
Sr. Manager- Development Support

Shalini Jain
Sr. Manager- Donor Service Individual giving

Hardeep
Manager- Finance
Bidisha Basu
Manager- Donor Service Individual giving

Bina Emanvel
Manager- Donor Service Individual giving

Tanmoy Muduli
Manager- Grant Making

Gayatri Bhuyan
Manager- Grant Making

Manu Sharma
Manager- Grant Making

Richa Negi
Manager- Grant Making

Akriti Manchanda
Manager- Corporate Giving

Laxman Shankar
Manager- Communication & Marketing

Padma Kumar
Manager- Corporate Giving

Ritesh Datta
Manager- Corporate Giving

Ashok Chaturvedi
Accounts & Admin. Officer

Sanjeev Kumar
Accounts & Admin. Officer

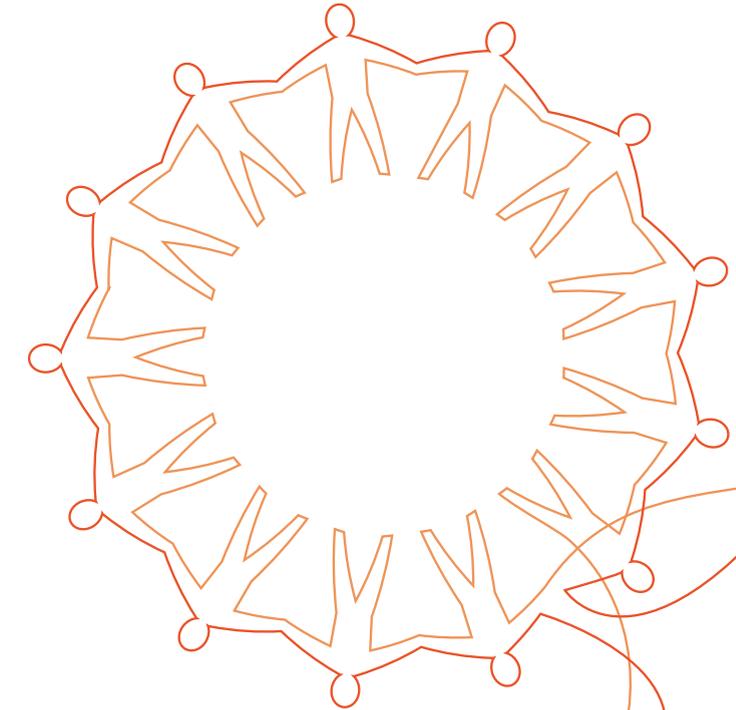
Deepika Arora
Accounts Officer

Rohit Singh
Business Development PSU & Other Donor

Naveen Kumar
Support staff

Auditors

Deloitte Haskins & Sells
7th Floor, Building 10,
Tower B, DLF Cyber City Complex,
DLF City Phase – II, Gurgaon – 122002, Haryana, India





CHARITIES AID FOUNDATION INDIA

136 Vishal House, Jamrudpur,
opposite Lady Shri Ram college, New Delhi 110048
T +91-11-29233392 / 93 / 94 / 95 / 96 F +91-11-29233396
www.cafindia.org
Registered Trust Number: 3733/IV dated 15 October 1998

CAF Charities Aid
Foundation
India