



# Annual Review 2008-2009

■■■ committed to effective giving

**CAF**  
INDIA

## ☐☐☐ Contents

Enabling effective giving	1
Chairperson's foreword	3
Chief Executive's introduction	4
Championing effective giving	5
Committed to effective giving	
▪ For companies	6
▪ For individuals	13
▪ For non-profits	17
Making a difference with CAF India NGOs	22
Companies and institutions	24
Financial summary	25
CAF India trustees, management and committees	28

# Enabling effective giving

Charities Aid Foundation (CAF) India is a registered public charitable trust committed to effective giving. What sets us apart is our innovative approach towards giving effectively and managing donations. CAF India is a part of the CAF international network that has offices in eight countries and distributes funds to over 90 countries.

Established in New Delhi in October 1998, CAF India has been generating a substantial flow of resources from companies, institutions and individual donors for the non-profit sector.

Credibility in the non-profit sector has been an issue of concern to all stakeholders especially with regard to financial management, programme management, veracity of implementing organisations and transparency of functioning.

CAF India has been one of the pioneers in addressing the issue of credibility. In conjunction

with the Planning Commission of India, we initiated a validation programme in 2000, with the aim of benchmarking standards of accountability amongst non-profits. The immediate result was a validated database of over 1,300 non-governmental organisations (NGOs). The initiative also set in motion processes for exploring more evolved mechanisms to ensure credibility and accountability of non-profits. Building resources and capacities of non-profits in India is core to our work in the country.

Last year, we supported over 100 non-profits across 14 states in India. The non-profits we support go through a process of due diligence thus ensuring that our recommendations to donors comply with all fiscal, legal and regulatory norms in-country.



## Our vision

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

## Our mission

An integrated customer-focussed organisation for donors and NGOs that stimulates giving, social investment and the effective use of funds.

## Our promise

To be transformational across every aspect of the business.

## Our values

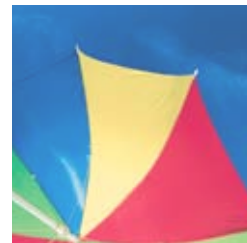
Through our journey of more than 80 years in the UK and 11 years in India, we have gathered rich experience from a diverse range of skill sets and talented resources. Our values drive everything we do. As an organisation we are:

- trusted – our experience in the development sector has earned us the trust of NGOs and donors alike
- dynamic – we are proactive and enthusiastic about our ability to fuel positive change
- humane – we deliver our professional services with a personal touch
- confident – we are optimistic about the future and not afraid to take risks

## Our services

Our core activity is to provide innovative services to NGOs and their supporters:

- for individuals we make it easy to give, to identify NGOs and support them tax effectively
- for companies we help set up giving, volunteering and corporate community investment programmes
- for NGOs we offer validation, fundraising and capacity building services



# Chairperson's foreword

March 31, 2009 marks the completion of CAF's 10th year of operation in India: an occasion to look back and then set priorities for the decade ahead. During these years, we have travelled a long way. Our work has covered a broad spectrum of services from setting up foundations, capacity building, training and grantmaking to the non-profit sector and donation management. Partnering with international foundations for research projects, helping corporates and individuals to channelise their philanthropy to credible NGOs and validating organisations has placed CAF India in a unique position. Some of the NGO partners we supported in the early years have now established themselves as leaders in the non-profit space.

The year 2008-2009, because of the global economic meltdown, was a tough one for many of our partners. Despite this, CAF India took the first big step in reinventing the organisation by operationalising the three-year strategy of CAF India. The reinvention of the role was accompanied by a streamlining of systems. We discovered new ways and means to achieve our mission thereby promoting effective giving. This saw an uptake of CAF's programme Give As You Earn across many new corporates, a continuation of strong momentum on Company

Accounts and an addition of many new NGO partners to our validated list. CAF's partner projects now have a presence in 14 states across India.

In 2009, Priya Viswanath moved on from her role as CEO of CAF India. During her tenure spanning six years at CAF India, her exacting standards and ability to build lasting relationships in a large measure account for the credibility and standing that CAF India enjoys today. She will be greatly missed across the CAF network. She has been succeeded in her role by Amita Puri who comes with rich experience of having worked both for the 'for-profit' as well as the 'non-profit' space.

CAF India is at an exciting cusp where we have demonstrated results and are poised to build on them. We thank all the partners and the CAF team for their commitment and support and hope we can continue to count on them as we move on our journey forward.

Subodh Bhargava  
Chairperson, CAF India  
December 2009

## □□□ Message from Priya Viswanath

*"The six years I spent at CAF were rich and rewarding! Rich because of all that CAF taught me, rewarding because of the difference we made to many lives — donors and beneficiaries. The takeaways for me, plenty — being a part of an international brand, leveraging a high profile Board and network relationships, working with a range of corporations and individuals; engaged learning from diverse non-profits and scaling up our operations while keeping the team motivated and delivering at all times. The high points — rebuilding lives post the Tsunami, the leadership initiative for non-profit leaders in partnership with UBS, revival of the Give As You Earn programme enabling giving from the many and bringing on board several blue chip companies — including Adobe India, American Express, Barclays, Cadbury and Microsoft — and over 100 new NGO partners into the fold."*

Priya Viswanath  
CEO, CAF India  
(May 2003 - May 2009)

# Chief Executive's introduction

The year that went by was an exhilarating yet a challenging one for CAF India. It marked the 10th year of CAF operations in the country and witnessed CAF take giant strides with renewed focus towards its goals in India.

One of the major steps CAF India took towards the end of 2007-2008 was the crafting of the three-year strategy. The aim was to provide greater organisational focus and identify new systems, to improve our abilities to partner individuals and organisations to give more effectively to issues close to their heart while simultaneously supporting partners to increase the impact of their work. The goals developed were in alignment with the global objectives and focussed on principles of maximising donor spread, fund flows, leveraging the economy and developing NGO capabilities.

When we started out, the challenges were enormous. The state of the world economy saw Indian industries being impacted to varying degrees across sectors. A large number of corporates reduced their Corporate Social Responsibility (CSR) budgets thereby impacting the developmental sector and the abilities of partner organisations in carrying out their programmes. Despite the daunting environment, a work culture that focussed on tracking goals regularly, engaging all stakeholders and learning to build operational capacities to deliver, the year end with extremely encouraging results.

The fund inflow increased by nearly 85 percent from INR 2.03 crores to INR 3.76 crores. A large part of this was a result of the resurgent Give As You Earn programme, where the number of employees participating jumped from

approximately 200 in 2007-2008 to more than 3,000 by the close of the year. Corporate giving too witnessed a significant growth from the earlier INR 61 lakhs to INR 1.60 crores. In both these flagship programmes of CAF India, new partners like Aircel, American Express, Barclays, Cadbury and Ernst and Young brought in an increased capacity to deliver on our commitment to help change lives of people and communities. Simultaneously, existing partnerships with Adobe India, Coca-Cola, GlaxoSmithKline (GSK), HDFC Ltd., Hewitt and Microsoft, which were not only retained but also expanded, showed continued faith in CAF India's ability to partner and support aspirations of the organisations.

The number of NGO partners grew from 73 to 111 with an average grant size of INR 2.70 lakhs. The programmes ranged from a focus on education for the girl child, livelihood training for the challenged, revival of old water bodies, to interventions dealing with issues of hunger and homelessness in 14 states in India.

Building the capacity of the non-profit sector is an intrinsic mandate of CAF India. In this direction, seven capacity building workshops were held during the year. One that deserves special mention was a unique initiative done in partnership with UBS to develop a Community Leadership Experience for non-profit leaders across the country.

Each outcome mentioned, every life touched and transformed has been a result of people coming together... project partners, donors, the CAF India board and team, all of them affirming their belief in Margaret Mead's powerful statement, "Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has."

Amita Puri  
Chief Executive  
CAF India

# Championing effective giving

## Services for individuals

As an independent professional organisation we provide a single point of contact for all their charitable giving and a trouble-free way to identify and support causes that are close to them.

Solutions that we offer to individuals include:

- **Donor Advised Fund**

Tax-efficient, effective giving for individuals who want to support their own projects

- **Advisory Services**

CAF provides advisory services tailored to particular donor requirements. This includes designing and supporting a programme itself, facilitating partnership and scoping of the NGO sector to make recommendations based on the strategic direction of the donor giving programme.

## Services for companies

We provide support to help achieve their community goals. We allow them to maximise the difference companies and their employees make, while ensuring that donations go to the selected NGOs.

Companies can choose from any of the solutions listed below:

- **Company Account**

A special account to help companies manage their community investment budgets

- **Cause related marketing**

A service that provides support and assistance to companies in identifying and selecting causes and projects with the best brand fit to corporate brand values

- **Give As You Earn**

The largest payroll giving scheme, enabling employees to support their communities in the most tax-efficient way

- **Matched giving**

A customised matching programme for employees' time, fundraising efforts and/or cash donations (including payroll giving) to NGOs and community organisations

- **Employee volunteering**

A service to help companies design and manage employee volunteering programmes

## Services for NGOs

We provide professional, financial and support services that assist NGOs in generating funds. Accreditation by CAF India opens the door to Indian as well as global donors.

Support that we provide for NGOs includes :

- **Fundraising support**

Tailored for NGOs wanting to maximise their fundraising potential

- **Grantmaking**

Support for the development of not-for-profit organisations throughout India



# Committed to effective giving

## For companies



In 2008-09, Company Accounts saw an increase of 133% in value over the previous year. All corporate donors renewed their grants to CAF India for yet another year in 2008-09. The year was marked by the CAF Company Accounts team moving from an administrative to a more advisory and consultative role in the donors' Corporate Community Investment (CCI) plans and objectives.

### CAF India's Company Solutions

- Company Accounts
- CCI advisory and grantmaking
- Company funds
- Thematic funds
- Fundraising campaigns
- Cause related marketing
- Employee giving
- Matched giving
- Volunteering

### Adobe India

Adobe India increased the grant to CAF India by 400% over the last financial year. CAF India developed a CCI to ensure that the grants made to NGO partners impact a large number of beneficiaries. CAF India evaluated on-going projects and identified long-term projects with specific objectives and deliverables. The area of focus was IT education for the disabled with initiatives in environment, hunger and homelessness in Bengaluru, New Delhi and Noida.

### Projects supported include

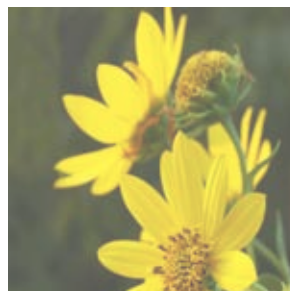
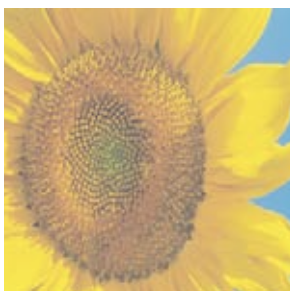
- **Action for Autism, New Delhi** has provided autistic children with computer training and has also spread awareness about the abilities and creativity of individuals with autism amongst the general population.
- **Akshaya Patra, New Delhi** has eliminated hunger among the destitute populace of Delhi, and provided them with a full nutritious meal each day.
- **Ananya Trust, Bengaluru** has introduced computer literacy as part of academic curriculum so that the underprivileged children become familiar with the world of computers, are eligible for further training in computers and can join the IT-enabled professions.
- **Association for People with Disability (APD), Bengaluru** has upgraded training at the Information Technology (IT) Unit of APD to enhance training inputs in multimedia, computer programming and crash courses with the end objective of increasing job placement and earning potential of differently abled people.



# Committed to effective giving

## For companies

- **Astha, New Delhi** has focussed on introducing both disabled and non disabled children to subjects and issues in a manner that is fun and encourages participation.
- **Dr. Shroff's Charitable Trust, Delhi** has provided 20 beneficiaries with exposure to the employment sector and job opportunities.
- **Hope Foundation, New Delhi** has rehabilitated 150 youth suffering from leprosy and equipped them with livelihood skills.
- **Hope Project Charitable Trust, New Delhi** has encouraged underprivileged children to be proactive in building and shaping their future. It has enabled the development of computer skills and English speaking skills necessary to earn a living.
- **Literacy India, Gurgaon** has encouraged creative learning amongst students who were provided photography training. The best pictures were used in a calendar for year 2009.
- **Navjyoti Development Society, Noida** has provided assistance to children and health care facilities to women living in Nithari village of Noida.
- **Noida Deaf Society, Noida** has focussed on setting up a computer laboratory to provide vocational training to hearing impaired youth. It is working towards holistic development of the deaf by enhancing their skills, knowledge and confidence levels.
- **Sai Kripa, Noida** has provided support to the computer learning centre of Sai Shiksha Sansthan, a school in Noida.
- **Sivasri Charitable Trust, Bengaluru** provided support to develop the internet centre into a multimedia centre which benefits 10 government schools in Kanakpura Town.



# Committed to effective giving For companies

Adobe India

## Creation of rain water harvesting (RWH) facility at BASE (Nehru Planetarium)

Location: BASE (Nehru Planetarium)  
 Duration: November 2008 - October 2009  
 NGO: Technology Informatics Design Endeavour (TIDE)  
 Donor: Adobe India

This year Adobe India's focus was expanded to include water conservation, hunger and homelessness with one of the projects being the creation of a rain water harvesting facility in Bengaluru.

The Nehru Planetarium in Bengaluru had been using potable water supplied by the Bengaluru Water Supply and Sewerage Board (BWSSB) to operate all its facilities. CAF India along with its implementing partner TIDE, set up a rain water harvesting facility to meet the non-potable water requirements of the planetarium.

**Impact:** CAF India's intervention was instrumental in helping harvest over four million litres of rain water.



**Planetarium adopts rainwater harvesting**

**FOR CONSERVATION:** U.R. Rao at the inauguration of the rainwater harvesting system at the planetarium in Bangalore on Tuesday. - PHOTO: K. GOPINATHAN

**Staff Reporter**

**BANGALORE:** Water scarcity and problems associated with it will be far more serious than scarcity of food, U.R. Rao, Chairman of Bangalore Association for Science Education (BASE) and former chairman of Indian Space Research Organisation (ISRO) has said.

He was speaking at the inauguration of the rainwater harvesting system at the Jawaharlal Nehru Planetarium here on Tuesday. "Of the total water available on the planet, only 2.7 per cent is fresh water, 78 per cent of which is hidden.

This means that what is available for drinking is a small percentage," he said.

Prof. Rao believed that this called for incorporating methods to conserve available resources.

"In rural areas, watershed development and construction of check dams may be taken up. In urban areas, however, we need to create awareness about water recycling and rainwater harvesting," he said.

The rainwater harvesting system at the planetarium has been designed and implemented by Technology Informatics Design Endeavour (TIDE) with support from ADOBE India Pvt. Ltd. and Charity Aid Foundation. "The project cost of Rs. 12 lakh will be recovered by the planetarium in one year's time. Through the system, 48.8 lakh litres of rainwater will be harvested in a year, of which 30.16 lakh litres will be available for non-potable use," he added.

Display boards will highlight the details of the system to create awareness among schoolchildren who visit the planetarium.

Information booklets in Kannada and English on rainwater harvesting are available at the bookstore in the planetarium. The Hindu

# Committed to effective giving

## For companies

### ☐☐☐ Cadbury India

#### Improving community health through education and primary health care

Location: Sandholi village, Solan district,  
Himachal Pradesh

Duration: December 2008 - June 2010

NGO: Rural Center for Human Interests  
(RUCHI)

Donor: Cadbury India Limited

Baddi is an industrial town and a Nagar Panchayat in the southwestern Solan district of Himachal Pradesh. The area of Baddi has many problems including environmental degradation, sanitation, lack of health and educational facilities. These problems have been further aggravated due to the increased pressure on land and water resources as a result of migrant labour recruited by the industries. It is against this background that Cadbury India expressed interest in supporting health and education of children in this area. Building on the experience of our NGO partner, RUCHI which has been working with the poor and marginalised rural villagers of Himachal Pradesh, CAF India partnered with them to work in the Sandholi village of Baddi. The project aims at touching the lives of 400 families at Sandholi village by



supporting three thematic areas of education, sanitation and health and hygiene.

**Impact:** The project is helping support integrated child education and health care initiatives in Baddi. In the area of education, the project is focussing on delivery of services for the out-of-school children belonging to disadvantaged groups to ensure that they enrol and stay in school. In the area of health, the project is helping in increasing community health standards through a unique approach including:

- awareness generation
- providing primary health care and
- developing improved sanitation and water facilities.

This was done for achieving better standards of health and living.

*“We are really happy to be partnering with CAF India for our SAHYOG community development project in Baddi (Himachal Pradesh). I have found CAF India to be effective in helping us identify a local partner and then structuring a programme based on their past experience. CAF India has an effective team which is a great asset.”*

R. D'Souza  
Associate Vice President, Corporate Affairs  
Cadbury Asia

# Committed to effective giving

## For companies

### ☐☐☐ Coca-Cola India

#### Setting up rain water harvesting (RWH) units in Gurgaon

Location: Gurgaon

Duration: September 2007 - October 2009

NGO: Society for Urban Regeneration of Gurgaon (SURGE)

Donor: Coca-Cola India

Water supply from the local canal was grossly insufficient to provide water to the residents of Gurgaon. The use of borewells was not a viable option as it would reduce the ground water table, increase water logging in low lying areas, which would result in road damage, and increase mosquito breeding. CAF India addressed the identified need with a grant from its corporate partner Coca-Cola India. The project was implemented by our NGO partner SURGE.

Under the project eight RWH units have been constructed. The main objective of this project is to recharge the ground water table by harvesting storm water run-off that would otherwise result in water logging and road damage. The capacity of each unit is 16,000 litres.

**Impact:** One of the major successes of this project has been to convince the local residents along with the government and local authorities of our efforts to conserve and recharge the ground water bodies by installing these RWH units. It has also helped in creating mass awareness amongst the local residents and involving their Residents Welfare Associations in the maintenance of these RWH units.



# Committed to effective giving

## For companies

### GlaxoSmithKline Consumer Healthcare

#### Providing healthcare awareness and support in three villages of Sonapat

Location: Sonapat

Duration: March 2009 - March 2011

NGO: Navjyoti Development Society (NDS)

Donor: GlaxoSmithKline Consumer Healthcare

**Impact:** CAF India helped the out-patient service to provide access to better healthcare, especially for women and children in five neighbouring villages.

Haryana is known for its skewed sex ratio. According to the new National Family Health Survey (NFHS) data, there are 772 women for every 1,000 males. Sonapat is one of the most drastically affected districts. CAF India helped in the setting up of two healthcare centres and conducting health awareness programmes in three villages of Sonapat through its NGO partner NDS.



### Godfrey Phillips India

#### Empowering rural women through self-help groups and building their entrepreneurial skills

Location: Waliawas, Bandhwari, Gwalpahari villages in Gurgaon district

Duration: January 2009 - March 2010

NGO: Sukarya

Donor: Godfrey Phillips India (GPI)

partner, Sukarya, CAF India facilitated the formation and working of women's self-help groups. The project aims to bring about the social and economic betterment of women. The core mechanism is the women's self-help groups that were set up with a dual objective – to create financial security and encourage community based planning.

In the targeted villages of Haryana, women play a major role in earning a livelihood from agriculture, animal husbandry, collection of forest produce and wage labour. Since most women are illiterate they resort to unskilled and semiskilled work, which limits their possibilities of earning a reasonable income. Traditionally women are not involved in any entrepreneurial activities which further limits their opportunities for an improved livelihood. CAF India partnered with Sukarya which has been working with the poor and marginalised rural villagers in Haryana. With support from our donor Godfrey Phillips India and NGO

**Impact:** This project has been very effective in mobilising women through the creation of self-help groups and providing them with vocational training in spice and cereal making. It has also built the capacities of women and has helped develop market linkages so that women can confidently manage their groups and enterprises. The project is also responsible for changing the social patterns and norms and empowering the women in this community.

# Committed to effective giving

## For companies

- Aircel signed on the CAF Company Account to provide mobile toy vans for learning through play in the Nagapattinam district with the target of reaching out to 75,000 government school students and making 750 site visits in three years.
- HDFC Limited made yet another grant to CAF India to provide educational and nutritional support for HIV positive children living in the shelter home of the Naz Foundation, New Delhi.
- Incentive Destinations expanded their support by adding equipment and specialist visits to the health centre being supported by them at Badhwari village, Gurgaon.
- UBS continued support for educational projects for poor and disabled children in the slums of Mumbai and capacity building programmes for the non-profit sector.



*“The success of our bottling business is inextricably linked to the sustainability of the communities in which we operate. Water conservation and environment management today require a participatory and collaborative approach. Each stakeholder in the society must contribute to the best of his ability for sustainability of the Earth’s resources. Over 400 rain water harvesting structures across the country are a testimony of our commitment to be a good steward of water and it will grow in the coming years. Our partnership with CAF India at Delwara in Rajasthan and Varanasi in Uttar Pradesh is an example of various stakeholders joining hands to work in the area of water sustainability. It has been a very meaningful partnership and we look forward to working even more closely with CAF India.”*

Kalyan Ranjan  
Region Manager (North) –PA&C  
Hindustan Coca-Cola Beverages Pvt. Ltd.

# Committed to effective giving

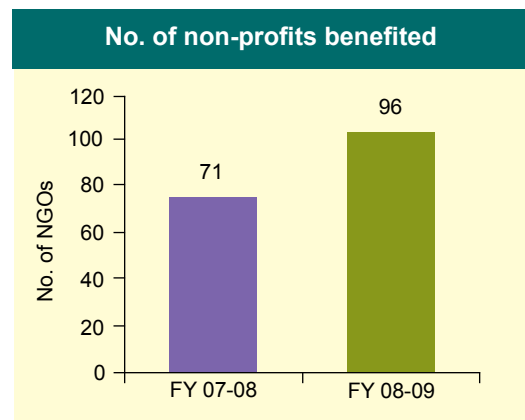
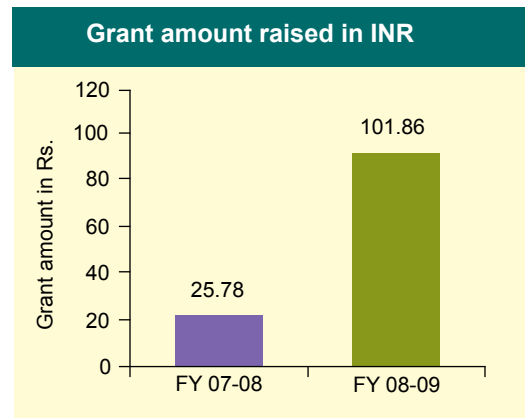
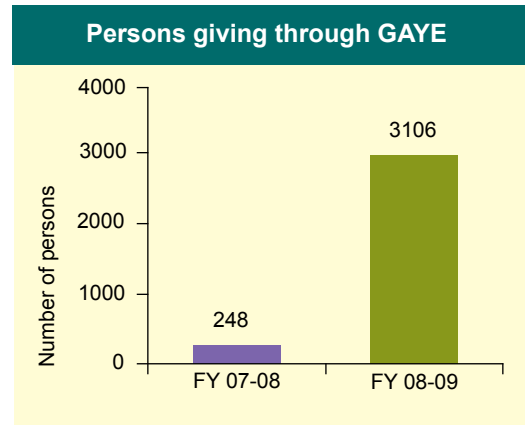
## For individuals

At CAF India we firmly believe that individuals have the capacity to change lives through our payroll giving programme, Give As You Earn.

The year 2008-2009 saw a renewed focus towards Give As You Earn with companies like Adobe India, American Express, Barclays, Ernst and Young, PepsiCo and RBS launching the employee payroll giving programme in India.

The Give2gether campaign at American Express was championed by senior leaders and the Good Citizenship India team. Their combined efforts increased the employee take-up to 14.3 percent and provided support to over 56 non-profits in India. The employees of Microsoft Corporation (India) Private Limited substantially increased their giving to support over 38 NGOs across India. The company matched employee donations rupee for rupee.

The employees of Barclays, in addition to endorsing the Give As You Earn programme, volunteered their time to support NGOs working for causes including children, education, animal care, care for the elderly, and care for the disabled.



*“To me CAF India is a wonderful platform.....a bridge between the donors and doers, a catalyst that enables the culture of philanthropy and a partner with integrity and credibility. It is wonderful to see how CAF India is bringing giving into the everyday lives of everyday people with products like Give As You Earn....keep going CAF India; while there is a never ending distance to go, each step kindles new hope in the minds, hearts and lives of so many!”*

Sanjay Gupta  
Sr. Vice President & Sr. Executive  
American Express



*“Barclays search for a partner for the payroll giving programme started and ended with CAF India. We were happy to learn that Barclays UK too had launched their payroll giving programme in association with CAF UK. CAF India brings with it a wealth of expertise in bringing together corporates, individuals and worthy charities in an effort to bridge the gap between the profit and not-for-profit sectors. We are extremely delighted to have CAF as our partner in rolling out this programme.”*

Sukanti Ghosh  
Head – Corporate Affairs  
India Barclays Bank PLC



# Committed to effective giving

## For individuals

*“It is every man’s delegation to put back into the world at least the equivalent of what he takes out of it.”*

Albert Einstein

CAF India helps individuals make their giving easy to manage, flexible and tax efficient.

Individual donors continued to extend support to innovative projects with contributions having doubled from the previous year.

### □□□ A story of hope

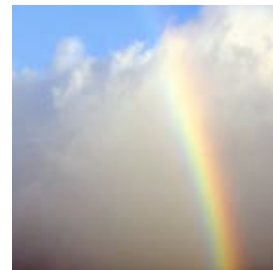
Sanjeev (name changed) was brought to Central Jail III and convicted for attempt to murder under section 307 of the Indian Penal Code. He was working as a security guard when a scuffle ensued with people trying to break in. During this scuffle he was attacked by one of the assailants with a knife. He managed to snatch the knife from the attacker causing the latter some superficial injuries. The police arrested Sanjeev.

Sanjeev had moved with his family from Jharkhand to Delhi in search of a job. With no support system in place, he availed of the free legal aid service provided by CAF India’s NGO partner Aids Awareness Group (AAG).

Sanjeev was moved from one jail to another and finally brought to Central Jail VII. He met his lawyer, provided by AAG. During the lawyer’s visits to jail the possibility of getting bail came up.

The lawyer spoke with Sanjeev’s wife who was ready to stand as surety but she could not come to court as she was unable to raise the bail amount. Seeing the financial condition of the family, the advocate changed the plea to release him on “sentence undergone”.

Sanjeev’s wife finally went to court and an order was passed in his favour. Sanjeev is a free man today living happily with his family.



## □□□ A story of survival

The Olive Ridley Turtle is one of the five species of sea turtles found along the Indian coast. In addition to natural threats, this Schedule I species faces danger from humans, especially during nesting congregations. The nesting phase is wrought with numerous risks for individual turtles as they head ashore to specific beaches to lay eggs. In the sea, many get killed in accidents with trawlers or get trapped in fishing nets. On land, feral or wild animals further decrease their numbers. These threats necessitate protection in nesting areas. A combination of high mortality among nesting adults and low survival rate of young hatchlings adds to the conservation hurdle facing these turtles.

Last year, CAF India's NGO partner Wildlife Trust of India implemented two independent Rapid Action Projects to protect nesting turtles in the unprotected beaches of Orissa. The two projects received part funding from an individual donor of CAF India.

The Rapid Action Projects used a multi-pronged approach of immediate intervention and sensitisation to help in long-term conservation of sea turtles.

In both the Rapid Action Project areas, volunteers were deployed to provide physical security to the nesting turtles and their eggs. Once the turtles returned to the sea, eggs were either collected for government-run hatcheries or were protected in the natural environment. About 13,882 hatchlings that emerged in hatcheries and 29,219 hatchlings in the beaches, were released back into the sea.

Stories like these are possible when a group of committed individuals are willing to extend support to NGOs such as the Aids Awareness Group and the Wild Life Trust of India.



# Committed to effective giving

## For non-profits

The year 2008-2009 was another milestone in our pursuit of connecting people with resources and creating dependable non-profits that succeed in their mission. Compared to the previous year, there was a 55 percent increase in outflow of funds disbursed to non-profits, with education and livelihood being the top two causes. We also started projects in new regions with new NGO partners. Our experiences at different touch points of partnerships with NGOs has reinforced our belief in the growing strength of the non-profit sector in India and its potential to lead the community into an exciting era of productivity and prosperity. It is this belief that gives us the confidence to remain committed to effective giving.

Last year, Baxter International Foundation and Technoserve provided the two largest international grants through CAF India. Baxter Foundation renewed its grant to the Chronic Care Foundation to support critical initiatives in health care and education. CAF India provided management support to Technoserve USA and Technoserve India.

CAF India streamlined the process of due diligence and validation. Companies in India sought assistance in validating new NGOs for support. This further helped our mission of building credibility for the non-profit sector.

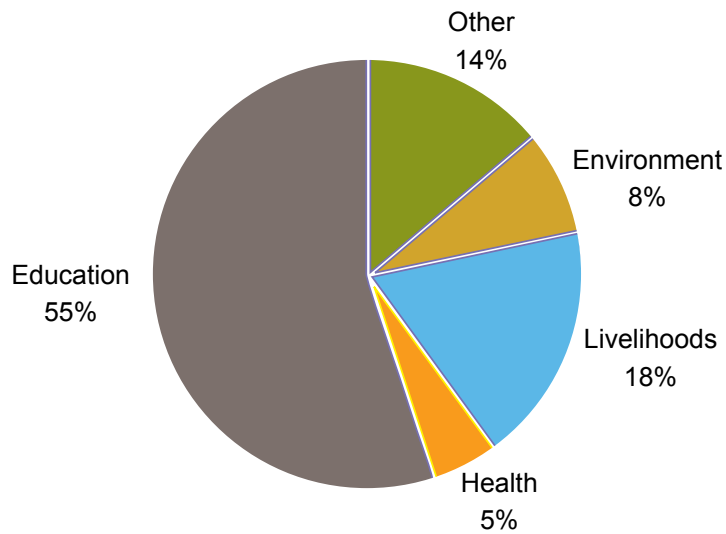
Seven capacity building workshops were held:

- A training workshop on the payroll giving programme “Give As You Earn” was organised for CAF India staff in New Delhi in April 2008. Panikos Efthimiou, Training Head, CAF UK, conducted the workshop with the objective of familiarising the staff about the concept and successful implementation of the payroll giving programme.
- A training workshop “Selling your NGO” was organised for CAF India’s NGO partners in New Delhi in April 2008. Panikos Efthimiou, Training Head, CAF UK, conducted the workshop.
- Training of Trainers workshop was another workshop conducted by Panikos Efthimiou with a focus on “Selling to Corporates”. The workshop was held in Bengaluru in April 2008.
- The first “Community Leadership Experience” for non-profit leaders was organised in September 2008 in Hyderabad.
- CAF India nominated NGO partners for a Seminar on “Building Organisations of Consequence” in October 2008.
- A training workshop on “Project Planning and Management” for CAF India grantees was organised in November 2008. The workshop focussed on project management and planning, financial reporting and communication.
- The second “Community Leadership Experience” workshop for non-profit leaders was organised in February 2009 in Hyderabad.

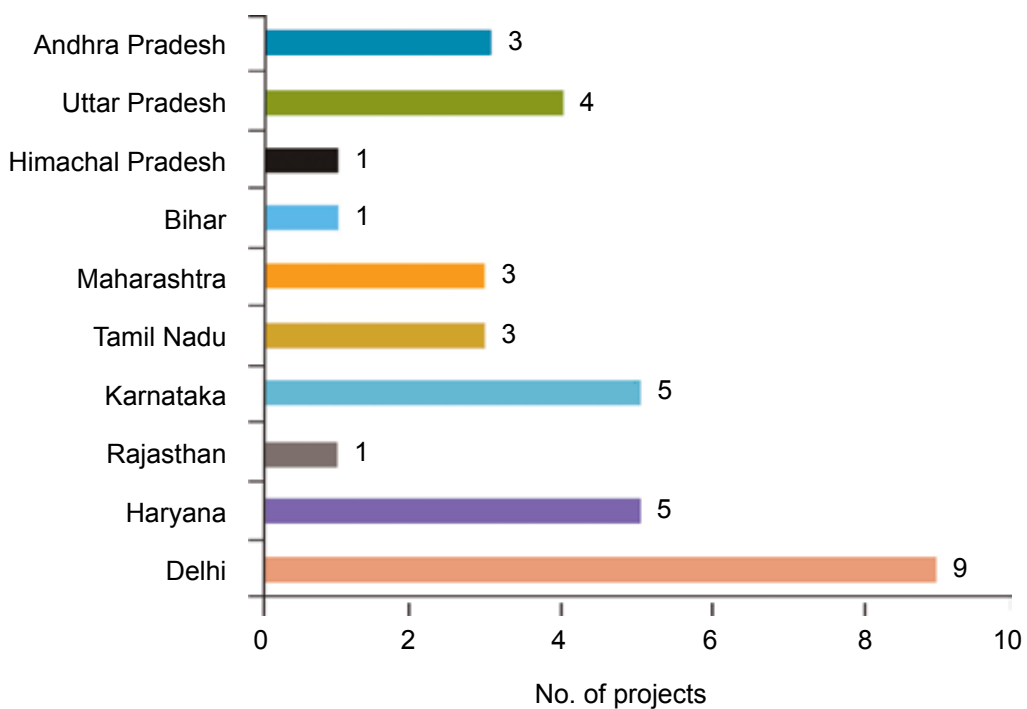
# Committed to effective giving

## For non-profits

Grant distribution by causes



Projects by state  
(Total: 35 projects)



# Committed to effective giving

## For non-profits

### □□□ Mapping skills with community needs in India

UBS, a leading multinational finance organisation which has a well-established community programme, wanted to increase their community work in India. UBS approached CAF India to understand the actual and currently unsupported needs of the local community. Following discussions, UBS decided to launch the Community Leadership Experience (CLE), a capacity building project. This provided a platform for NGO leaders in India to come together to learn from experts about finance, governance, business strategy and management. CAF India and UBS worked together on the design of the programme which included complex mapping of skills with genuine community needs. The first event was in September 2008 and the second was held in February 2009. They brought together experts from the business and non-profit sectors in India. UBS employees from Finance, IT, HR and Communications covered a range of topics from leadership to human relations, conflict management to strategy, and financial management to governance. Together they engaged 41 NGO leaders over three days for a series of workshops, presentations and mentoring sessions. Mentoring is an integral part of the UBS community affairs programme in addition to benefiting the community. The CLE events have been a huge success and there are now plans for UBS to roll out similar programmes in Singapore and beyond.



*“The Community Leadership Experience reflects the commitment and aspiration of UBS to provide a platform for third sector leaders. In partnering with CAF India, a unique opportunity has been created to foster collaborative learning.”*

Vipul Khanna  
CEO  
UBS India Service



*“The post training mentoring experience has been very useful. It is non-intrusive, but highly motivating. My new approach to leadership and management comes from a confidence and knowledge that there is a competent individual routing for you at all times, come what may.”*

Svati Bhogle  
CEO  
TIDE (CLE participant)

# Committed to effective giving

## For non-profits

### □□□ Bihar Rebuilding Lives Fund

#### Providing a sustainable livelihood generation programme in the Kosi-flood affected districts of Bihar

**Location:** Saharsa and Supaul, Bihar  
**Duration:** March 2009 - April 2010  
**NGO:** Aman Public Charitable Trust  
**Donor:** Company and individuals

The floods in 2008 were a tragedy that engulfed the lives and livelihoods of innumerable people and severely affected several districts of Bihar. Around 3.5 million people lost their houses, livelihoods and the right to live with dignity. The activists and experts who worked for the rescue or relief of the marooned people are of the opinion that the magnitude was much beyond the reported numbers.

It was against this backdrop that CAF India launched the Bihar Rebuilding Lives Fund partnered with Aman Trust to help victims of the Bihar floods with a special focus on long term rehabilitation.

The project is being supported by CAF India's Bihar Rebuilding Lives Fund which includes contributions from companies, employees and individual donors.

The project aims at creating sustainable livelihood programmes. Based on a specially conducted pilot study, livelihood generation programmes have been designed and are being undertaken for over 100 flood affected families. The programme is also facilitating the process of effective implementation of the National Rural Employment Guarantee Act and other government employment programmes and aims to achieve this for over 5,000 families. Further, an estimated 15,000 claim forms for compensations have been submitted and duly processed in accordance with the norms of the Calamity Relief Fund and the National Calamity Contingency Fund policies.

### □□□ Providing education and empowerment at a learning centre

**Location:** Delhi and NCR  
**Duration:** June 2008 - May 2009  
**NGO:** Literacy India  
**Donor:** National Basketball Association

CAF India's NGO partner, Literacy India works with underprivileged children in the rural and semi-urban areas of Delhi and NCR. The target groups for this project were children and adolescent girls who were earlier rag pickers on the streets of Delhi. Many were school dropouts and completely disinterested in receiving even basic education. The average age of these children was four to eighteen years. The project received support from our international donor, National Basketball Association. It aimed at providing

functional literacy to the children and training the adolescent girls in different vocational skills to help them get employment. The project is currently providing computer education to over 120 children and vocational training in tailoring to 20 adolescent girls.



# Making a difference with CAF India NGOs

This year has seen a tremendous increase in the number of charities which were validated and supported by CAF India.

The following NGOs are now making a difference with CAF India:

A Society for Integrated Rural Development (ASSIST)

Action for Autism (AFA)

Aid Delhi

Aids Awareness Group

Akanksha Foundation

Akshara Foundation

Akshaya Patra Foundation

Alternative Strategies for the Handicapped (ASTHA)

Aman Public Charitable Trust

Ananya Trust

Animal India Trust (AIT)

Asha (Action, Service, Hope for AIDS) Foundation

Association of People with Disability

Avvai Home and Orphanage for Girls

Bless

Bosco Yuvodaya

Bridge Trust

Brothers of Saint Gabriel

Calcutta Samaritans

Calcutta Social Project

Cancer Institute

CanSupport

Centre For Social Research

Child Aid Foundation

Child Rights and You (CRY)

Childhood Enhancement through Training and Action (CHETNA)

Circle of Goodwill

Compassion Unlimited Plus Action (CUPA)

Concern India Foundation

Confederation of Voluntary Associations (COVA)

Darpana

Deepalaya

Dignity Foundation

Dr. Shroff's Charity Eye Hospital

Dream A Dream

Drishtee Foundation

Family of Disabled

Friends of Rural India

Genesis Foundation

Godavri Association for Embryo Transfer in Cattle

Goonj

Helpage India

Holy Family Asha Niwas Social Welfare Society

Hope Foundation

Hope Project Charitable Trust

India Foundation for the Arts

India Vision Foundation

Indian Cancer Society

Indian Council for Mental Health

Integrated Rural Community Development Society

Interact Society for Spastics and Handicapped

Isha Foundation

Jagruthi

Jan Madhyam

Janakalyan Welfare Society

Janhit Foundation

Karm Marg

Khushboo Welfare Society

Literacy India

M. Venkatarangaya Foundation



Mahita  
Mesh  
Mobile Creches  
Muskaan  
Naandi Foundation  
Naz Foundation  
National Association for the Blind  
Navjyoti Development Society  
Navjyoti India Foundation  
Noida Deaf Society  
Parikrma Humanity Foundation  
Pratham Delhi Education Initiative  
Pratham Mumbai Education Initiative  
Prayas  
Rural Centre for Human Interests (RUCHI)  
Rural Development Foundation  
Sadhu Sunder Singh Welfare Society  
Sahara Centre for Residential Care and Rehabilitation  
Sai Kripa  
Salaam Baalak Trust  
Sankalp Welfare Society  
Seva Mandir  
Shristi Special Academy  
Sivasri Charitable Trust  
Smile Foundation  
Society for Rural and Tribal Initiative (SRUTI)  
Society for Urban Regeneration of Gurgaon (SURGE)  
Society Undertaking Poor People's Onus for Rehabilitation (SUPPORT)  
Sri Sri Sewa Mandir  
Sukarya  
Tamana  
Technology Informatics Design Endeavour (TIDE)  
The American India Foundation Trust  
The Banyan  
The Richmond Fellowship

The Society for Doorstep School  
Udayan Care  
Unnati  
Vidya  
Vidya Poshak  
Vidyarambam  
West Bengal Voluntary Health Association  
Wildlife Trust of India



# Companies and institutions

## Give As You Earn

ABB  
Adobe India  
American Express  
Barclays  
Ernst & Young  
GlaxoSmithKline Consumer Healthcare India  
Hewitt Associates  
Microsoft Corporation (India) Private Limited  
The Shri Ram School  
UBS India Service Centre (India) Private Limited

## Company Accounts

Adobe India  
Aircel Ltd.  
Cadbury India  
Coca-Cola India Inc.  
GlaxoSmithKline Consumer Healthcare  
Godfrey Phillips India  
Hindustan Coca-Cola Beverages Private Limited  
HDFC Ltd.  
Incentive Destinations  
UBS India Service Centre (India) Private Limited

## Foundations

CAF America  
CAF Australia  
Give2Asia  
Technoserve

# Financial summary

## Report by the Trustees on the financial summary

The financial summary relating to the year ended 31st March 2009 is extracted from the financial statements which were approved by the Trustees and signed on their behalf on 6th May 2009. Auditors Deloitte Haskins & Sells gave an unqualified audit report on these financial statements on 6th May 2009.

The financial summary is compiled from the audited financial statements for the year ended 31st March 2009.

The full audited financial statements and auditors' report may be obtained from the CAF India office.

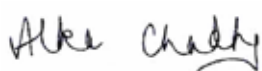
Subodh Bhargava  
Chairperson

### CHARITIES AID FOUNDATION INDIA

#### BALANCE SHEET AS AT 31st MARCH, 2009

PARTICULARS	Foreign Contribution A/c (Rs.)	Other A/c (Rs.)	As At 31.03.09 (Rs.)	As At 31.03.08 (Rs.)
<b>SOURCES OF FUNDS</b>				
Capital Fund	11,360,806	4,675,948	16,036,754	12,308,662
Corpus Fund	-	1,005,100	1,005,100	1,000,000
Capital Assets Fund	221,246	-	221,246	278,752
Unutilised Grants	11,653,112	3,764,814	15,417,926	11,612,945
<b>TOTAL</b>	<b>23,235,164</b>	<b>9,445,862</b>	<b>32,681,026</b>	<b>25,200,359</b>
<b>APPLICATION OF FUNDS</b>				
<b>Fixed Assets</b>				
a. Gross Block	1,611,623	69,318	1,680,941	1,704,243
b. Less: Accumulated Depreciation	1,303,438	47,531	1,350,969	1,236,484
c. Net Block	308,185	21,787	329,972	467,759
<b>Current Assets, Loans &amp; Advances</b>				
Cash and Bank Balances	22,929,101	9,170,126	32,099,227	25,136,580
Loans and Advances	3,493,364	1,505,634	4,998,998	1,066,401
Total Current Assets	26,422,465	10,675,760	37,098,225	26,202,981
<b>Less: Current Liabilities &amp; Provisions</b>				
	3,495,486	1,251,685	4,747,171	1,470,381
<b>Net Current Assets</b>	<b>22,926,979</b>	<b>9,424,075</b>	<b>32,351,054</b>	<b>24,732,600</b>
<b>TOTAL</b>	<b>23,235,164</b>	<b>9,445,862</b>	<b>32,681,026</b>	<b>25,200,359</b>

For DELOITTE HASKINS & SELLS  
Chartered Accountants



Partner

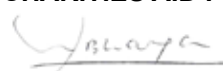
(Membership No. 93474)

Place: New Delhi

Date: 6 May, 2009

For and on behalf of

CHARITIES AID FOUNDATION INDIA



SUBODH BHARGAVA

Chairperson

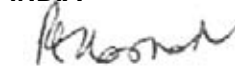


PRIYA VISWANATH

Chief Executive

Place: New Delhi

Date: 6 May, 2009



RENU SUD KARNAD

Vice Chairperson

## CHARITIES AID FOUNDATION INDIA

### INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH, 2009

PARTICULARS	Foreign Contribution A/c (Rs.)	Other A/c (Rs.)	As At 31.03.09 (Rs.)	As At 31.03.08 (Rs.)
<b>INCOME</b>				
<b>Grants/Donations Received</b>				
Specific Purpose				
Grant Income	34,241,115	11,207,837	45,448,952	32,115,591
Other Income	2,438,331	551,726	2,990,057	3,546,146
	<u>36,679,446</u>	<u>11,759,563</u>	<u>48,439,009</u>	<u>35,661,737</u>
<b>EXPENDITURE</b>				
<b>Grants/Donations Paid</b>				
Specific Purpose				
Grant Expenditure	32,515,661	10,559,294	43,074,955	32,115,591
Depreciation	284,042	17,343	301,385	401,723
Other Expenses	1,548,549	45	1,548,594	1,368,120
	<u>34,348,252</u>	<u>10,576,682</u>	<u>44,924,934</u>	<u>33,885,434</u>
<b>Surplus</b>	<u>2,331,194</u>	<u>1,182,881</u>	<u>3,514,075</u>	<u>1,776,303</u>
- Transfer to Capital				
Assets Fund	(213,999)	-	(213,999)	(250,763)
- Transfer to Capital Fund	2,545,193	1,182,881	3,728,074	2,027,066

**For DELOITTE HASKINS & SELLS**  
**Chartered Accountants**

*Alka Chadha*

**ALKA CHADHA**  
**Partner**  
**(Membership No. 93474)**  
**Place: New Delhi**  
**Date: 6 May, 2009**

For and on behalf of

**CHARITIES AID FOUNDATION INDIA**

*Subodh Bhargava*

**SUBODH BHARGAVA**  
Chairperson

*Renu Sud Karnad*

**RENU SUD KARNAD**  
Vice Chairperson

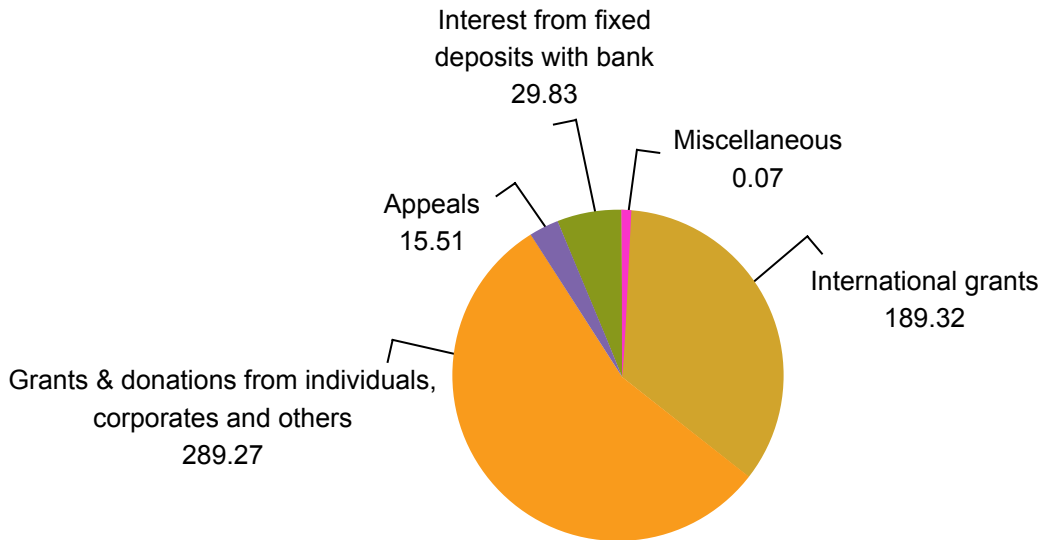
**PRIYA VISWANATH**  
Chief Executive

*Priya Viswanath*

Place: New Delhi  
Date: 6 May, 2009

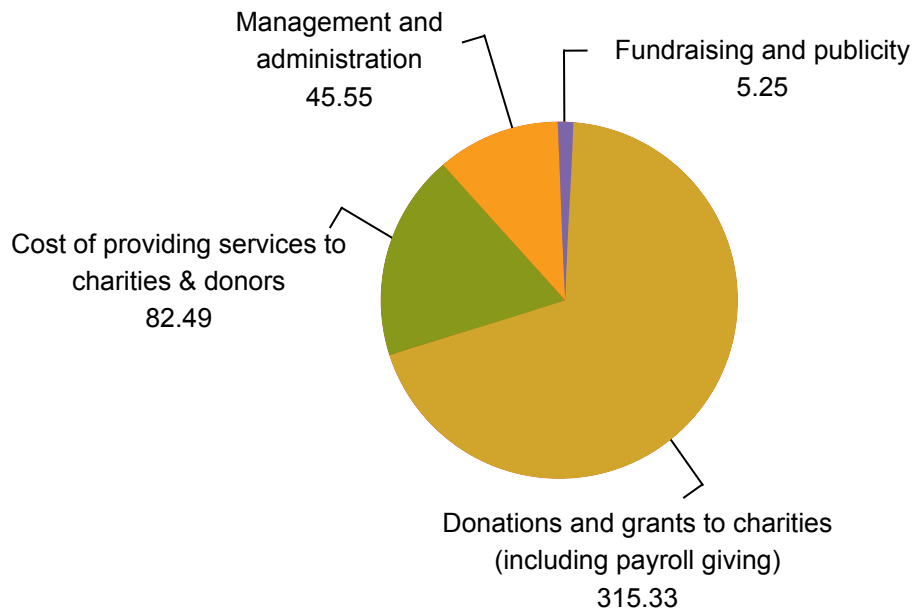
### Incoming funds (2008-09)

(Amount in INR lakhs)



### Outgoing funds (2008-09)

(Amount in INR lakhs)



# CAF India trustees, management and committees

## CAF India trustees

Subodh Bhargava (Chairman)  
Renu Sud Karnad (Vice Chairman)  
Russell Prior (Executive Director,  
Enterprise & Philanthropy, CAF UK)  
Ajay S. Mehta  
Anil Sachdev  
Kashi N. Memani  
Noshir H. Dadrawala  
Prema Sagar  
Rati Forbes  
Sanjay Gupta  
S. Sivakumar  
M.P. Vasimalai

## Management group

Priya Viswanath, Chief Executive  
Anil Goel, Head - Finance and Operations  
Piyali Mendiratta, Head - Donor Services  
Anvita Singh, Senior Manager - Donor Services  
Abhishek Chaturvedi, Senior Manager -  
Grantmaking  
Puja Bhalla, Senior Manager - Development  
Support  
Puja Mahajan, Senior Manager - Donor  
Services

## Principal bankers

HDFC Bank Limited  
Plot No. 8, Sector - 4, R. K. Puram  
New Delhi - 110 022

## Legal advisers

Premnath Rai & Associates  
W-126, Ground Floor, Greater Kailash - II  
New Delhi - 110 048

## Auditors

Deloitte Haskins & Sells  
7<sup>th</sup> Floor, Building 10, Tower-B  
DLF Cybercity Complex, DLF City Phase - II  
Gurgaon, Haryana - 122 002

## CAF United Kingdom

### Patron

HRH The Prince Phillip, Duke of Edinburgh  
KG, KT

### Chairman

Lord Cairns, CVO CBE

### Chief Executive

John Low  
25, King Hill Avenue  
King Hill, West Malling  
Kent ME 19 4TA  
T : + 44 (0) 1732 520 000  
F : + 44 (0) 1732 520 001  
E: [enquiries@cafonline.org](mailto:enquiries@cafonline.org)

# The history of CAF in the UK

Charities Aid Foundation in the UK has been working to help donors make the most of their resources and help NGOs for more than 80 years. In 1924, The National Council of Social Service (now the National Council for Voluntary Organisations or NCVO) set up a Charities Department to encourage more efficient giving to charity.

In 1959 the Charities Department was named the Charities Aid Fund, and it achieved great success in assisting in the distribution of large sums of money for charitable purposes. In 1974, the National Council of Social Service (now the NCVO) decided that independence would allow the department to flourish.

This is when the Charities Aid Foundation was set up as an independent registered charity. It has been a long journey since then and many milestones have been achieved leaving CAF's imprint on many parts of the globe.

## CAF International

CAF International works globally and has US\$ 5 billion under its management on behalf of donors and civil society organisations. Presently, more than US\$2 million is given through the CAF network each day and last year CAF distributed funds to over 45,000 civil society organisations. The network is led by Charities Aid Foundation in the UK.

Some of the services provided across the network include: designing and running giving programmes; managing charitable funds and providing training for civil society organisations.

## About CAF India

CAF India is a registered public charitable trust and is part of the CAF International network. Established in New Delhi in October 1998, CAF India's mission has been to increase the flow of resources from institutions and individuals to the non-profit sector.

Last year CAF India helped more than 3,500 donors support over 100 non-profits across 14 states in India.

CAF India has a wide range of validated NGOs that work across diverse areas of children, education, health care, livelihood, aged, animal welfare and environment. The NGOs we support go through a process of due diligence and validation and CAF India ensures that the NGOs we recommend to our donors comply with all the fiscal, legal and regulatory norms in-country.



Charities Aid Foundation India, A-85, First Floor, East of Kailash, New Delhi - 110 065

T: +91.11.41689100/01/02  
F: +91.11.41689104  
E: [contact@cafindia.org](mailto:contact@cafindia.org)  
W: [www.cafindia.org](http://www.cafindia.org)

Registered Trust Number:3733/IV dated 15th October 1998

■■■ committed to effective giving

**CAF**  
INDIA