

Lets get
on with
giving

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CAF Charities Aid
Foundation
India

ANNUAL REPORT 2014-2015



CAF
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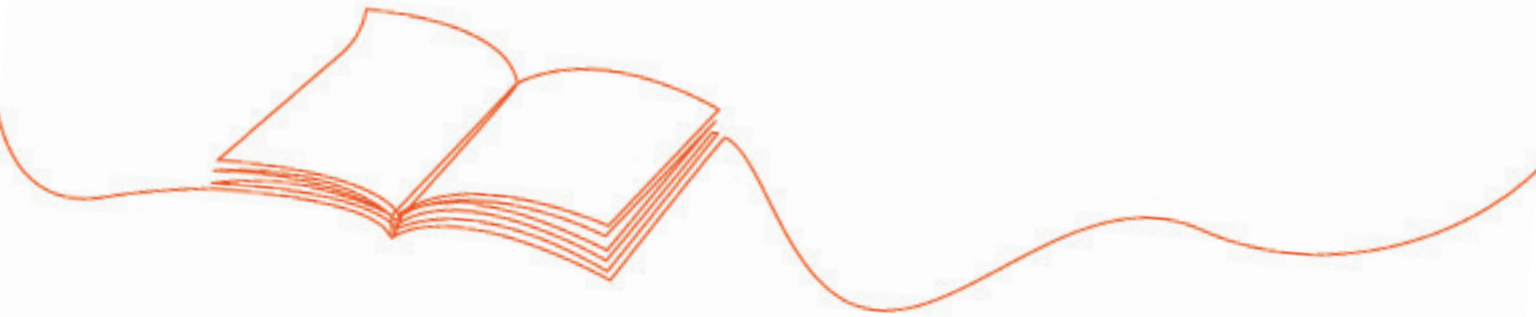


Photo Credit: Read India

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ABOUT CAF INDIA

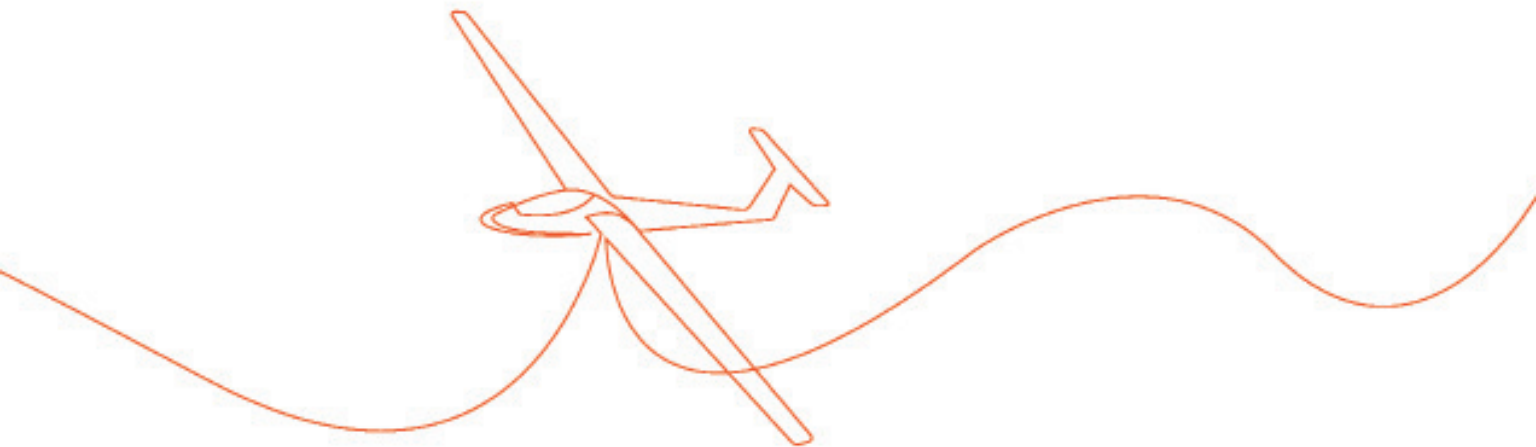
Charities Aid Foundation (CAF) India is a not-for-profit organisation working to promote the culture of 'giving' in India and to help NGOs be more successful. Established in 1998, we promote and support all social development causes that position us uniquely to address a wide cross-sectoral span of donor interests. Our dedicated team of experts bring development sector knowledge and experience to take 'giving' further.

In order to benefit communities and transform their lives for the better, we work with over 50 companies and 50,000 individual donors, supporting more than 300 validated NGOs across 22 states in India.

With years of experience in implementing and managing community development initiatives for companies, institutions and individuals, we have developed structured solutions for social good. Our wide range of 'giving' solutions includes project implementation, delivering on our partners' CSR commitments, grant management, CSR strategy development, programme management, employee giving, capacity building, disaster support, employee engagement, volunteering and communication advocacy, tailored to meet the business objectives.

We have a proven track record of conducting due diligence of NGOs across India. Robust and impartial validation processes continue to be our competitive edge and this helps us establish trust amongst various NGOs which also facilitates increased engagement with companies.

With a strong Board of Trustees at the helm of affairs along with a skilled management team, CAF India is committed to promote and support strategic giving for a more equitable and sustainable society.



VISION, MISSION AND VALUES

Vision

To build a society motivated to give ever more effectively and help transform lives and communities.

Mission

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

Values

TRUST: Clear, transparent, discreet and reliable.

SUPPORT: Passionate about supporting our donors and NGOs to deliver real social impact.

FLEXIBILITY: Open, responsive and adaptable.

DEDICATION: Committed to advancing charitable giving and the charitable sector.

MESSAGE FROM THE CHAIRPERSON



There has never been a better time to build a stronger nation as now. CAF India is striving to help minimise inequalities in India and has mobilised the support of many companies, government agencies and non-governmental organisations (NGOs) to achieve this. We have all come together to ensure the all-round social development of the country, united by the common thread of 'giving'.

This being the first year for the implementation of CSR projects after the passing of the Companies Act 2010, our CSR Advisory Team has been actively guiding companies to formulate impactful strategies to carry out their social responsibilities alongwith Program team, which has continuously focused on the quality of our project implementation. The amended act may have been the trigger, but the potential this law has to impact society is enormous. It can go a long way in addressing the needs of the underprivileged in the country and the corporate world is poised to make sweeping changes to carry out their social responsibilities.

The year 2014-2015 has been a landmark year. For the first time a social initiative like Swachh Bharat Abhiyaan was highly discussed among ordinary citizens and the corporate world alike. Designed to align with the government's aim to ensure a cleaner and healthier India, CAF India launched an innovative campaign called Right To Sanitation (RTS) in August 2014.

This report highlights the significant interventions and achievements of the CAF India team over the past year. We have been championing the real issues affecting the underprivileged sections of society and believe that our expertise and experience can make a difference to them. On behalf of CAF India's board, I would like to thank all our stakeholders for their unflinching support. Without you, this journey would have been incomplete and we hope many others will join us this year to take strategic 'giving' further so it benefits those who need it the most.

Arun Bharat Ram
Chairperson

MESSAGE FROM THE CHIEF EXECUTIVE



We at CAF India are excited to be part of this amazing phase when there is so much happening in the social development sector. Our constant endeavour to promote the culture of giving amongst Indians is finally bearing fruit and helping us create real impact on the ground.

The year 2014-15 was a rewarding year for CAF India as we secured more than 50,000 individual donors to support our programmes on various thematic issues. We acknowledge their support whole-heartedly and hope to continue our association with them in the years to come.

To date we have raised more than Rs 160 crores for our validated NGO partners and are working closely with them to implement projects in diverse intervention areas. As an organisation, CAF India achieved a growth rate of 38 % in 2014-2015 over the corresponding financial year 2013-2014. It was also a year which saw the strengthening of organisational policies, including developing and adopting policies on gender, social inclusion, information disclosure, child protection, HIV / AIDS in workplace, anti-sexual harassment, misappropriation, fraud prevention and environment.

We are also committed to focusing on carrying out crucial research work in the not-for-profit sector, collaborate with like-minded organisations for strategic partnerships, strengthen our NGO validations and capacity-building initiatives.

Recognising the need to widen our scope of work, we have opened offices in Mumbai and Bangalore. I would like to thank our board members who have guided us and provided invaluable inputs benefitting from which, we are gradually emerging as a thought leader in the country.

A wave of charitable contributions has been building up. The coming year is full of optimism and opportunities to bridge the gap between the India that is struggling and the India that we all dream of. We hope to make the most of it and do our bit for society and its individuals.

Meenakshi Batra
Chief Executive



Photo Credit: Read India

OVERVIEW AND MILESTONES 2014-15

During 2014-2015, CAF India has crossed several milestones. Our individual and corporate partners shared our vision to uplift the underprivileged sections of the society through impactful programmes and campaigns. Here's a glance at what we did and achieved in 2014-2015.

Our Corporate Advisory team continued to efficiently provide end-to-end solutions to corporate partners in order to help increase their engagement with various stakeholders. This in turn helped them understand and formulate strategies to channelise their CSR and philanthropic investments most effectively.

It is encouraging to see that under our employee giving programme – Give As You Earn, the total number of employees contributing towards various causes grew to 50,000, with nearly 25,000 during this financial year alone. This has helped us in implementing projects across 22 states and disburse more than Rs 11 crores to 201 NGOs in 2014-2015. Many corporate partners also matched the contribution made by their employees, complimenting the company's goal of supporting local community initiatives.

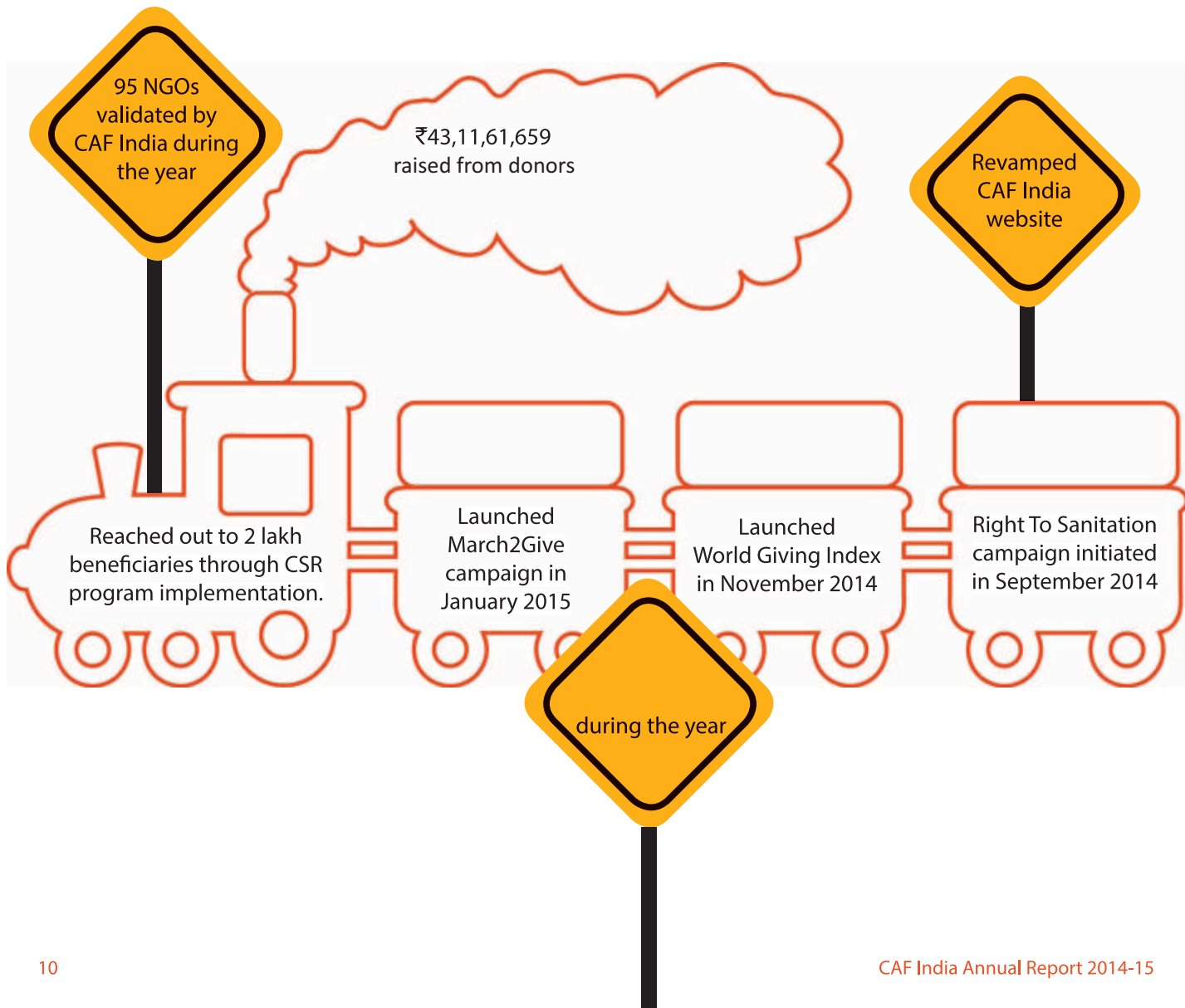
Independently, we have carried out an in-depth due diligence process and validated nearly 100 NGOs during the financial year. This shows an encouraging 131% growth rate from the number of validations during 2013-14. What is more satisfying is that more than 85% of these NGOs have received funding support through CAF India.

In September 2014, CAF India launched the Right To Sanitation campaign to address the deplorable state of sanitation in the country. Our corporate partners have committed more than ₹13 crores to build sanitation infrastructure, including construction and renovation of nearly 2,500 toilets, benefitting more than 3 lakh people consisting of mostly the rural and urban poor. Celebrities like film actress, Anushka Sharma; playback singer and music director, Ankit Tiwari; playback singer, Richa Sharma; Indian journalist / author / radio storyteller, Neelesh Misra, and five time Olympian, Shiva Keshavan and television actress, Roop Durgapal came forward and endorsed the RTS campaign to help raise awareness on the importance of sanitation for every individual.

We also launched the March2Give initiative in January 2015 with an aim to encourage the culture of giving in the country. This programme made an urgent appeal to the salaried / working class, entrepreneurs and business people to donate for the causes close to their heart.

During the year, we have re-designed our existing website - www.cafindia.org - in order to allow users to have a fresh and innovative browsing experience. We have launched several online campaigns on social media platforms like Facebook, Twitter and LinkedIn and have started a blog called CAF India Conversations to connect with the online masses. In addition, our newsletter has gone digital, providing important news and updates to our partners, stakeholders and supporters.

We have grown from strength to strength since the time we began our journey in 1998 and are thankful to our partners for supporting us in our endeavour to promote the culture of giving in India. We have launched some impactful campaigns that have touched a considerable number of underprivileged people during the year and changed their lives for the better. Here is a snapshot of some of the important developments and achievements from the year.



CAUSES WE SUPPORTED



*All figures in Lakhs

OUR CORE EXPERTISE

We cherish the idea of 'giving' and aim to build a society that nurtures the notion of sharing. With years of experience in managing philanthropy and community development initiatives for companies, institutions and individuals, we have strongly established ourselves as experts in designing and delivering 'giving' programmes. This is our core expertise in a nutshell:

Corporate giving

We help companies to plan, design and deliver their CSR initiatives strategically and follow best practices to ensure that donor funds are utilised effectively and influence the stakeholder community positively. CAF India adheres strictly to a process-based framework that includes CSR advisory, due diligence of NGOs, grant management, project implementation, communication advisory, monitoring and evaluation, followed by impact assessment of programmes and projects.

Project management and monitoring

Strategic giving is facilitated through a robust project management process, which ensures that the needs of the local community are addressed and donor requirements met. CAF India's management support includes project designing and planning, due diligence of NGOs to help donors make the right choice, grant management, project implementation, monitoring, reporting and account management. Besides our team of professionals, we also bring in a wide network of assessors and auditors to assist us in this. Our strong donor and NGO engagement interventions ensure shared ownership of projects and sustainable impact.

CSR advisory

To facilitate CSR initiatives for both companies and Public Sector Undertakings (PSUs), our advisory team provides end-to-end solutions for designing CSR policies / strategies and setting up stand-alone foundations. It manages several community development projects and communication campaigns for companies and drives engagement initiatives for their employees or volunteers.

NGO validation and advisory

Our key strength lies in conducting independent and in-depth due diligence of non-profits through an impartial and robust assessment of their track record, capacity and skills, with a view to maximise the potential of each grant. We also conceptualise and design CSR strategies to help NGOs implement the projects smoothly. This enables contributors to make an informed choice about their donations and has helped us gain and retain the trust of many individual donors, national and transnational companies, foundations and institutions. Currently, CAF India is supporting over 300 NGOs in 72 districts in 22 states across India.

Communication advisory

CAF India develops comprehensive communication and marketing strategies for a lasting social impact.

Our 360° integrated communication approach for companies, institutions, foundations and HNIs highlights and ensures maximum visibility for projects / programs. We provide professional advice to plan and prepare communication strategies (online and offline) to create awareness about the project, educate project beneficiaries and establish project brand and credibility. It is our continuous endeavour to become a hub of all communication requirements for our partners through a hub and spoke model.

Employee giving – Give As You Earn (GAYE)

Payroll giving is an organised and convenient way for employees to give to a charity of their choice while claiming tax-exemption benefits under section 80G of the Income Tax Act. We are proud to have served more than 50,000 employees and enabled them to invest in different community projects through the Give As You Earn programme. We also offer companies the option of achieving their CSR objectives by matching the total sum contributed by their employees. In turn, the matched giving model can maximise the impact of employee contributions.

Individual giving

This program offers an individual the option of contributing to a cause of one's choice, either through cash or kind. It is convenient to have the flexibility to select causes close to their heart and support NGOs they care about.

Donor Advised Funds (DAF)

A widely popular funding programme that suits HNI donors, DAF is a customised and tax-efficient way that helps donors identify charities and support projects that appeal to them.

Disaster support

We have been working closely with our validated NGO partners to provide support to disaster-struck areas by designing programme strategies to undertake relief and rehabilitation operations, including livelihood building, housing and disaster management education to improve the resilience of communities and their preparedness to manage disasters.

Volunteering programmes

Our team of experts provide detailed knowledge of volunteering opportunities and help identify the right causes in the NGO sector where skill gaps can be filled. With our experience and network across India, we are positioned suitably to channelise the people's generosity towards the right causes, in the right direction. We run volunteering programmes, inviting people to be a part of events, disaster relief initiatives or to support a cause of their choice.

Capacity building

The focus of our capacity building interventions has been to enhance the overall institutional capacity of NGOs to make them more effective, accountable and sustainable. It involves strengthening organisational and programme management strategies, systems and processes to meet the needs of the organisation and address external requirements. Our capacity building programmes include a combination of structured trainings, workshops, dialogues and ongoing support.



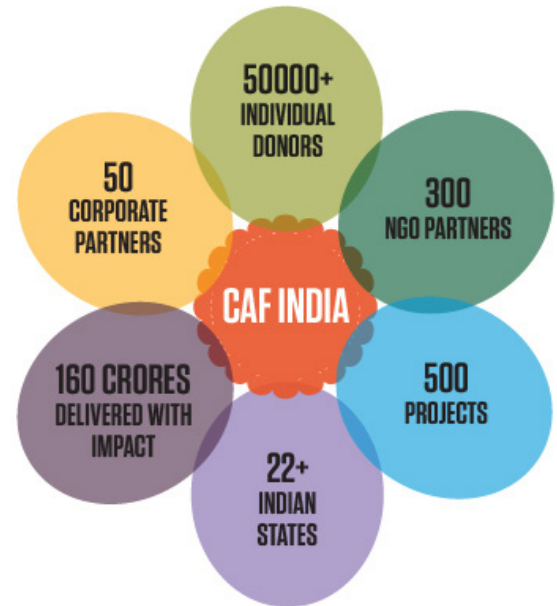
Photo Credit: Read India

CAF INDIA – YOUR PREFERRED PARTNER FOR SOCIAL GOOD

We have been operating in India for more than 17 years and have touched a million lives already through our highly impactful projects, in partnership with companies. We have enjoyed the trust of our diverse corporate, NGO and individual partners, and remain committed to promoting the culture of 'giving' in India to achieve greater social impact.

Why YOU should work with us

- We are a transparent, accountable organisation with 17 years of experience in managing CSR initiatives for some of the biggest corporate houses in India.
- We offer end-to-end solutions for companies.
- We support businesses to achieve greater social impact by maximising the impact of their philanthropic investments.
- We are uniquely positioned to create a platform to connect various stakeholders - NGOs, companies and the government, to work collectively towards a common goal.
- We understand the needs of corporates and provide a wide range of innovative and customised products that they can choose from.
- Our wide access to validated NGO partners across different locations and causes provides choices to design and deliver an impactful project.
- Because we support all causes, we have strong experience across diverse thematic areas like education, health, skill building, disaster and sanitation.
- Our expertise can complement your CSR initiatives, in turn minimising your company's need for expanding its CSR team, and hence saving the company substantial cost.
- We have a pan-India presence and operate through our NGO partners, who are chosen through stringent due diligence ensuring the safe flow of funds in a transparent and accountable manner.
- We create and manage campaigns such as Right To Sanitation which ensures widespread visibility of your projects through digital media and tie-ups with media partners.



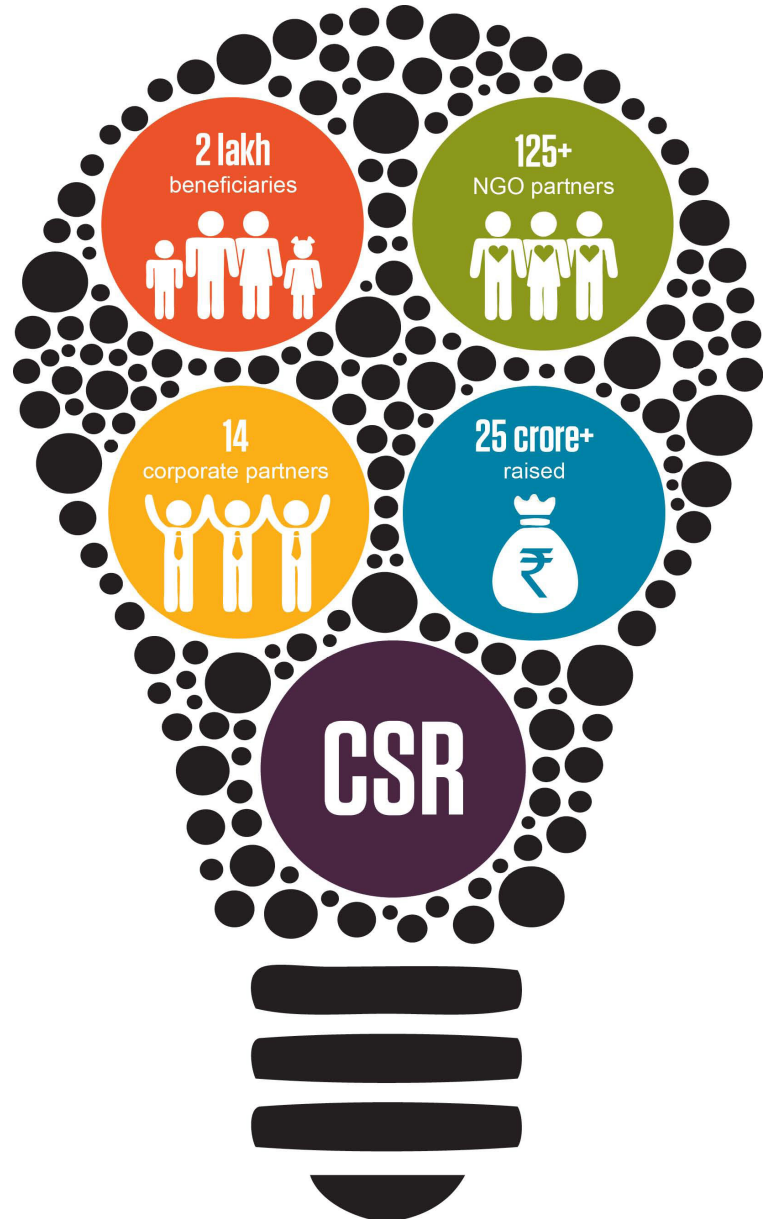
A strong board of members along with a skilled management team provide a strong foundation for our work and creates a pool of expertise for effective implementation of projects. We have been operating in India for more than 17 years and have touched a million lives already through our highly impactful projects, in partnership with companies. We have enjoyed the trust of our diverse corporate, NGO and individual partners, and remain committed to promoting the culture of 'giving' in India to achieve greater social impact.

PROGRAMME IMPACT

Helping turn your CSR strategy into reality

Through our CSR programs, we enable companies to give strategically so that benefit reaches the communities who are in need. Our programs have been able to reach out to 2 lakh beneficiaries through various intervention areas.

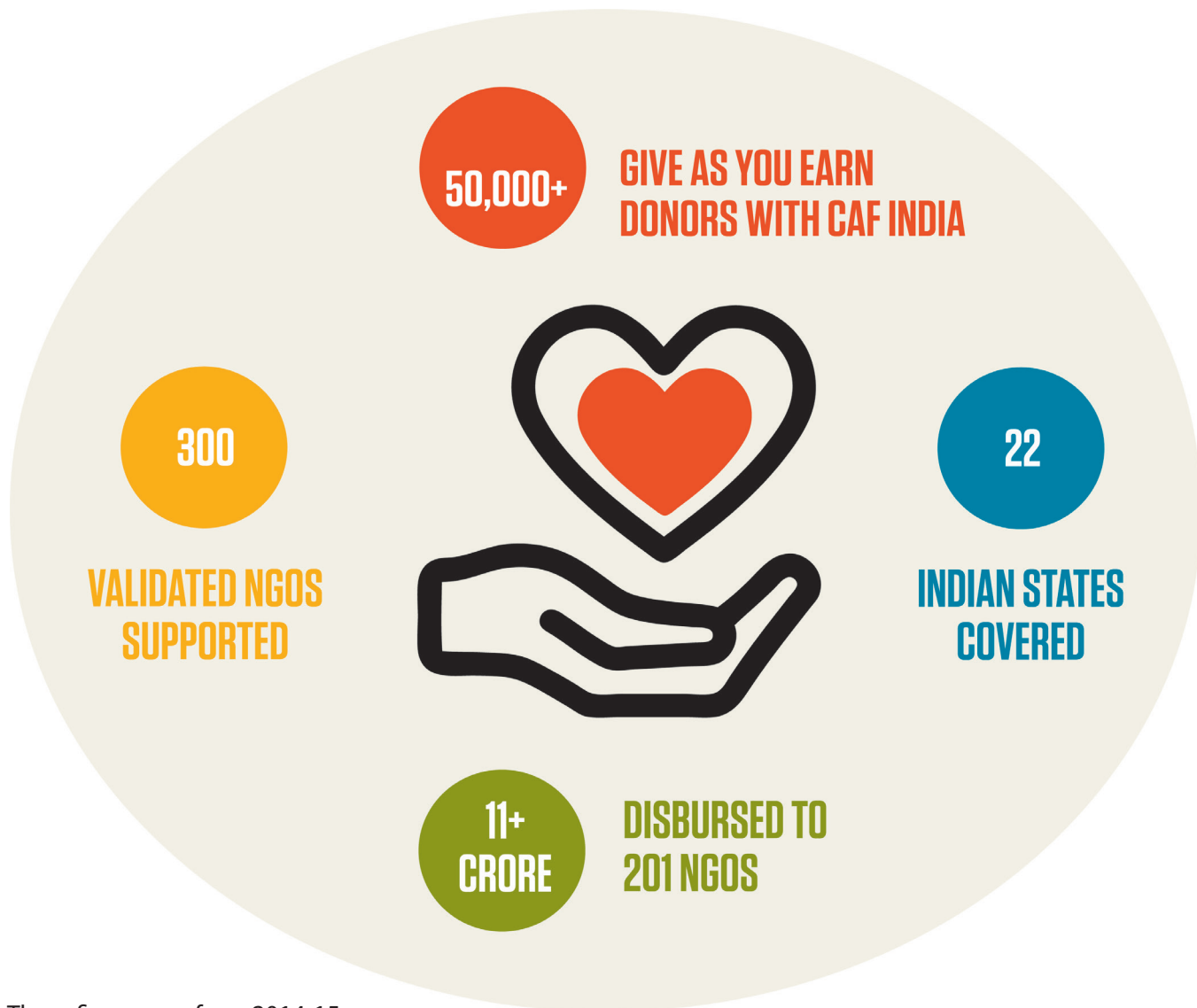
Thematic areas supported



These figures are from 2014-15

Promoting employee giving through Give As You Earn

Through CAF India's employee giving program – Give As You Earn (GAY), even small contributions by employees can leave a lasting impact on the lives of the underprivileged. The program is smooth to execute and encourages employees to adopt a giving model that maximizes its social responsibility in a cost effective way, a trustworthy approach that is flexible and benefits employees and the society.



These figures are from 2014-15

STORIES OF HOPE

At every step of our journey, it is the stories of hope, of lives changing for the better that keep us motivated and focused, to continue on our inspired path. When we look back, we feel that the year gone by has been rewarding in many ways. Here are some of the stories that constantly remind us why our efforts are worth it.

How a housewife became an appreciable designer

Lovely Rawat led a regular life as a housewife in Pandukeshwar village, Uttarakhand. Her husband, Brijesh ran a small general store, the income from which scarcely covered their basic necessities. With just a little more than `6000 a month, Lovely and her husband struggled to make ends meet but managed somehow.

However, when the flash floods devastated Uttarakhand, it altered the course of their lives forever. The little that Brijesh earned saw a drastic cut as the livelihoods of local residents (including tourism) were severely affected, leaving them with meagre disposable incomes. The family had little savings to fall back on to tide them through this tough period and it would take a lot of time and effort to start all over again.

This is when Project Shaksham, initiated by CAF India with the local implementing agency, Uttarakhand Youth and Rural Development Centre (UYRDC), came to their rescue. Lovely was approached and encouraged to enroll in the cutting and tailoring programmes as part of the livelihood and skill-building interventions of the project to help the people in the affected-areas of Uttarakhand to stand up on their feet again.

Twenty-five-year-old Lovely showed keen interest and worked sincerely to pick up the skill sets under this programme, without having to spend anything. After undergoing training for two months, Lovely is now able to sew garments with appreciable flair. Not only does she contribute to the family income now, but she is also a more confident and empowered woman, who is ready to be more than a housewife. Today, her mastery in tailoring and refined skills are being utilised at the training centre to impart training to other participants from her village.



© UYRDC

Lovely from Pandukeshwar village received livelihood training from CAF India-supported programmes aided by our corporate and individual donors, following the devastating flash floods in Uttarakhand.

Improved facilities help children learn better

The New English School located in Raigad district in Maharashtra, was amongst the many government-aided schools struggling to keep pace with the modern education system in India. Suffering from low attendance and disinterested students due to the lack of a functional library, basic water and sanitation facilities and computer training, the school had very little going for it. Books in a library are meant to be read. But here, they were mostly locked up in the cupboard, denying students the vital exposure that is necessary for all-round development and holistic education.

© Swades Foundation



The story changed when CAF India partnered with Swades Foundation to improve the conditions in the school under the Support My School (SMS) Season II programme, supported by our charitable partners, Coca Cola and NDTV. Mr AD Jadhav, who is the principal of the school, has seen the changes that the SMS programme has brought about and how it has benefitted the students. “Previously the school had no drinking water, nor a storage tank. They had to literally carry pots of water to school at the start of the day and store it there. We also had no computer facility in our school and were unable to impart practical knowledge on computing to our students. However, through the

intervention of Swades Foundation and Support My School programme, we received computers and are now able to seamlessly provide computer education to our students.”

The SMS programme not just changed the look of the school, but there also been a distinct improvement in the participation of the School Management Committee (SMC) in the way the school is run. In one particular instance, the school needed to repair the roof because it had become rather precarious. “We took up this issue in the SMC meeting and after observing the results of the SMS programme and the way students were turning up at school to attend classes regularly, our community took the decision to contribute towards repairing the roof. Some of the community members contributed financially while others contributed by donating their time,” said Mr Jadhav.

There has been a huge change in the reading habits of children as well, because of the newly introduced concept of an open library. The students love this and on their own take charge of the library, maintaining records and managing operations on their own through the Library Management Committee. This in turn has helped enhance their administrative, oral and written communication skills, in addition to an increased interest in reading. The teachers at the school have seen a marked improvement in their students and feel it is primarily because of the library that the children are now able to express themselves better.

CAF India supports Swades Foundation in the Support My School (SMS) programme, aided by its partners Coca Cola and NDTV.

A school drop-out at nine now soars high in class eight

Sultana is a 16-year-old girl from Darbhanga, Bihar, who came to Delhi nine years ago. She stays with her parents and six siblings in the Sarai Kale Khan slums. With her father working as a tailor and mother, as a domestic worker, making ends meet was no easy task for the family.

Going to school helped her forget the daily hardships for a while. But Sultana had to pay a heavy price for being the eldest child in the family. Her father's earnings from the tailoring job was not enough to support the entire family and so Sultana had to drop out of school (she was in the third standard) when her mother fell ill and assume the latter's role as a domestic worker. She had to work from morning till late in the evening to earn a meagre ₹5000 a month.

Five years ago, a ray of hope shone on Sultana when she was approached by CAF India supported NGO partner, Childhood Enhancement Through Training and Action (CHETNA) team and encouraged to visit their day care centre at Nizamuddin. After some counseling, she was encouraged to continue her studies along with her work. In 2012 she took admission in the third standard through the Open Basic Examination (OBE) and her keen interest in studies ensured that she passed with competent grades.

Gradually, Sultana has learned to shuffle between work and studies. She dedicates two hours everyday, from 1-3 pm, for studying. Her hard work, despite all the struggles, helped her clear the final OBE exam in 2014 with flying colors. The results have given her a sense of dignity and pride and she is now studying in the eighth standard. Sultana is realising her true potential and is now interested in taking up dancing lessons and learning how to operate computers.

Sultana's success story has been the result of her own belief in herself and hard work despite all the odds stacked against her. It is no wonder that she now motivates other girls in the community not to lose hope in life. She wants to become a fashion designer someday and knowing how gritty Sultana is, few would doubt her resolve.

This alternative education project is part of CAF India's Give As You Earn programme supported by Microsoft India



STRATEGIC GIVING CAMPAIGNS

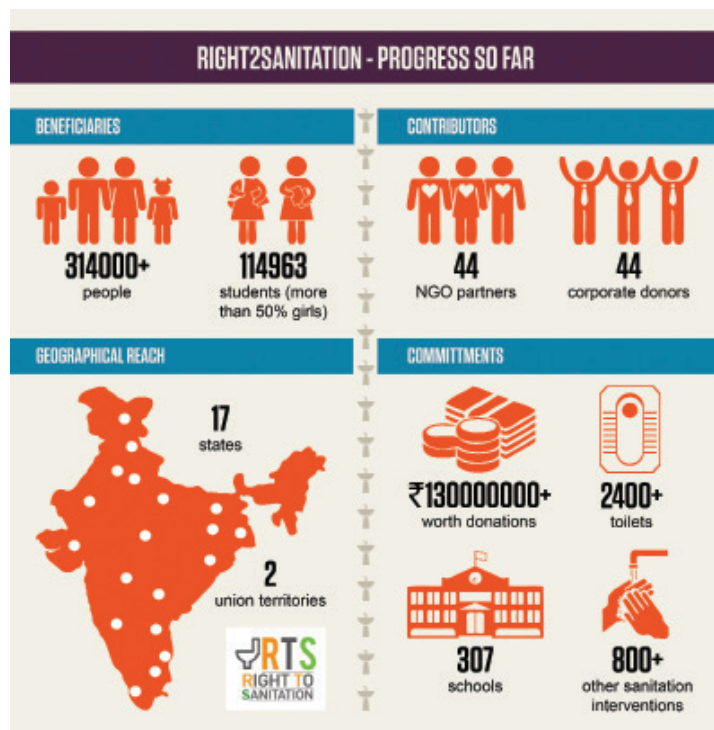
Right To Sanitation

Taking forward the agenda of Clean India as envisioned by our Prime Minister, CAF India initiated Right To Sanitation campaign in 2014 because we believe that every individual has the right to a healthier life and basic sanitation facilities. Our partners, including Herbalife, AON, Microsoft India and Kohler support our plan to implement this holistic nationwide campaign in a phased manner. We hope that it will make a visible impact on the lives of children and communities across India.

The state of sanitation in the country is deplorable with more than 3 crore children having no access to toilets in schools, leading to girls dropping out, loss of dignity, disease, and abuse and harassment while defecating in the open. RTS aims to address this pressing issue by focusing on:

- Building well-designed, user-friendly sanitation infrastructure which is regularly maintained, available for both genders, fully functional and ensures privacy.
- Using innovative technology for a better sanitation system in the country.

The three-year campaign, which is being implemented in phases in a collaborative manner has completed its first year successfully.



March2Give

To nurture the culture of giving, we conceptualised March2Give campaign in Jan 2015. March2Give provides a unique opportunity for individuals to give back to society, while saving tax at the same time. In addition, they can choose from a plethora of social causes close to their heart, for example, education, sanitation, women empowerment, health, children, livelihood, elderly care, among others. As India grows in economic strength, we hope to encourage more Indians to come forward and support these causes to benefit society as a whole.



Jammu and Kashmir Flood Relief and Rehabilitation

In September 2014, the Jammu and Kashmir valley was hit by a terrible flood which affected more than 5 lakh people. Thousands of villages across the state were hit and 350 submerged. CAF India appealed to both corporates and individual donors to provide relief and rehabilitation support to the flood-affected people.

We received funding support from PepsiCo India to build temporary shelters for the homeless and vulnerable, the need for which was identified through the needs assessment exercise conducted by a CAF India–PepsiCo state team. We have successfully implemented the project, which included distribution of essential household items to affected people, provided rehabilitation support to

flood-affected communities through construction of damaged houses and provided disaster management education to improve the resilience of the communities and their preparedness to handle disasters.



© Source unknown

Dettol NDTV Banega Swachh India

We are proud to be associated with the Dettol NDTV Banega Swachh India campaign, which aims to transform hygiene and sanitation habits across the country. As a managing partner, we oversee the execution of the

programme which includes construction of toilets, communication and advocacy. In addition, we manage strategic planning, implementation, periodic monitoring and donor reporting.

This initiative is a five-year ambitious programme which is in its second season now (2015-2016). Under this program, efforts are being made to create awareness about the importance of hygiene and sanitation, raise funds and work with NGO partners to support construction and maintenance of toilets.

© NDTV



Amazon Gift a Smile

CAF India facilitated to design a platform for e-commerce giant, Amazon India to execute its online wish-list project called Gift a Smile. The main aim of the initiative was to help NGOs working for children, women, elderly, animals and other marginalised sections of society by offering a unique opportunity to buyers on the

Amazon India website, to donate in kind. As the managing partner, we also assisted Amazon by reviewing and verifying the 29 benefitting NGOs based on their social contributions in the last three years, through our robust due diligence process.

The Gift a Smile initiative enabled net-savvy consumers to gift conveniently to beneficiaries, in support of a cause.

In a year's time, 7000 in-kind gifts, worth approximately 1.4 million INR were donated to 13,800 beneficiaries.



© CAF India

Coca Cola NDTV Support My School

In 2010, a nationwide assessment of schools by CAF India identified serious gaps in water and sanitation systems, budgetary provisions and children's hygiene practices. After three consecutive years of managing the Support My School initiative, we have continued our partnership with Coca Cola and NDTV with a clear agenda in mind. The campaign aims to help improve the poor conditions of government schools across India which suffer from lack of water, poor sanitation (toilet facilities) and hygiene, absence of rainwater harvesting, ill-equipped sports infrastructure and landscaping. Ensuring access to these facilities will help improve health, learning and productivity, especially that of girl children.

As a managing partner of this campaign, we have successfully worked with donors and institutional partners to bring a marked change in the lives of thousands of school children in all the seasons so far. In 2014-2015, we worked on season III, benefitting 19 schools and a total of 8,552 students, till 31 March 2015 across five states. During the financial year, we disbursed Rs 75,15,230 to NGOs for the Support My School campaign.

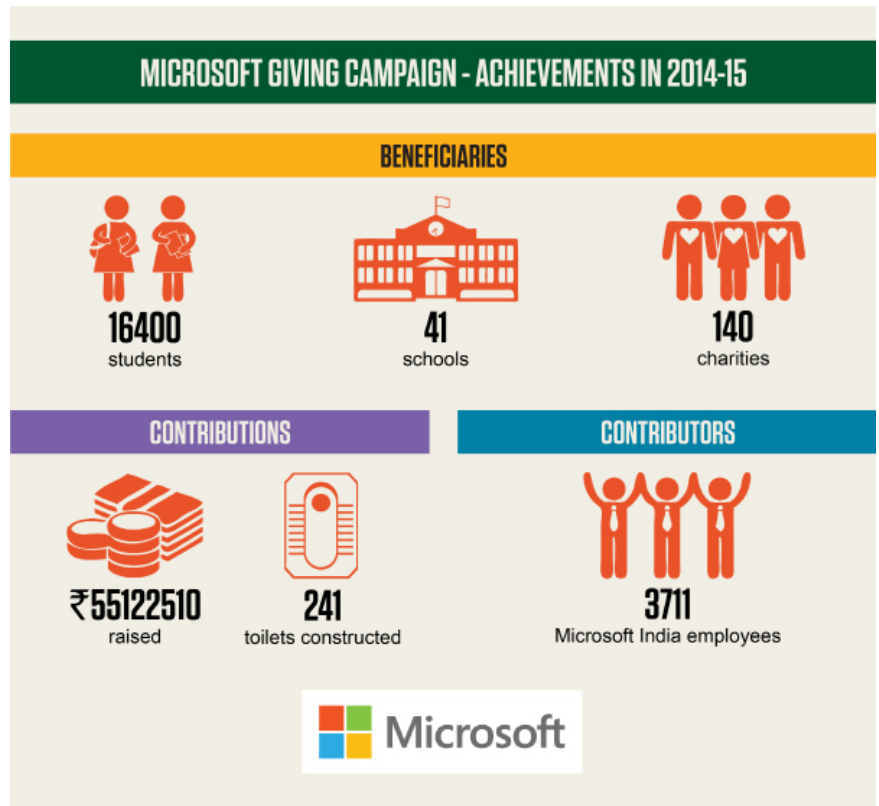


© Swades Foundation

Microsoft India Giving campaign

The idea behind the programme is also to let employees know that even small contributions by them can make a large positive impact on the lives of the underprivileged.

Microsoft India has been running the giving campaign for 14 years, with CAF India facilitating it every year with communication and programme support. In 2014-2015, we supported several thematic areas, including sanitation, child welfare, education and women empowerment.



Aircel - NDTV Save our Tigers

NDTV-Aircel Save Our Tigers campaign is a social campaign to create awareness about the alarming current state of tigers in the country, to encourage tiger conservation and save tigers from extinction. A buzz was created around the urgent need for conservation through a campaign that highlighted the dwindling tiger population – 'Just 1411 left'. This was

the first wake-up call to people on a mass scale about the significance of tiger conservation and its impact on our future. Simultaneously, several on-ground initiatives were adopted through a collaboration with NGO partners, conservationists and forest officials. Eventually, the tiger population increased by 30% in 2014 — from 1411 to 2226. NDTV, Aircel and CAF India are proud to have played a small but significant role in making this possible.

AMAZON GIFT A SMILE – A CASE STUDY

Amazon's CSR platform delivers 13,800 gifts to people in need

Amazon India saw within its existing service structure a huge potential for benefitting society and hence, added a simple portal to the site, which enabled in-kind donations from customers towards worthy causes. First, they had to choose their preferred NGO and then use the Amazon platform to purchase and send them gifts, which were listed in their wish lists. By providing these NGOs with gifts that were truly needed, Amazon

India ensured that the programme delivered real social benefit and avoided the pitfall of unwanted, second hand items being donated, unsuitable to the recipient's needs.

The programme was aptly called 'Gift a Smile' and aimed to fulfil the needs of children, women, elderly, disabled and animals. It also focused on raising awareness about crucial social issues and hence facilitating sustainable giving.

CAF India first identified potential challenges and then built in an effective course of action to overcome them. The next step was to select the right NGOs to meet the project aims.

We chose 29 NGO partners from within the chosen thematic areas, making sure that each NGO had adequate staff and internet access to participate successfully. Those NGOs that had not previously been vetted by CAF India were then taken through a rigorous process to confirm that they were credible organisations with a proven track record.

One of our key roles in the project was to streamline communication for Amazon by acting as a point of contact for the NGOs. CAF India also removed the main barrier to the participation of many NGOs by providing much-needed IT training – including instructions on how to create, upload and update their wishlists. To make sure that the project aims were being met successfully, we carried out regular monitoring and analysis. This included fortnightly checks on the receipt of gifts to verify their safe delivery. We also tracked the extent to which each NGO's wishlist was being fulfilled.

We added value to the marketing and publicity. In addition to planning a successful launch event for Gift a Smile, we organised a high-impact Christmas event in Delhi and through our partner organisation, Make-A-Wish Foundation, were able to invite Bollywood actor and model, John Abraham as a guest.

Gift a Smile has already had a tremendous impact on numerous lives across India. In just a year, this initiative has enabled over 7000 in-kind gifts, worth approximately 1.4m INR to be donated to 13,800 beneficiaries.



The gifts – which include medical equipment, sports equipment, books, toys and stationery – have increased the quality and scope of NGO services, leaving the recipient organisations more able to meet the educational, emotional and physical needs of some of India’s most disadvantaged people. Reported benefits of the gifts include improvement in literacy skills, physical health and ability, enhanced concentration and a stronger motivation to learn.

Gift a Smile has even allowed some NGOs to increase their range of services. For example, having received gifts of cosmetics and beauty products, Save the Children is now able to run a beauticians’ training course for 16 to 20-year-old women, empowering them to build sustainable livelihoods.

CAF India’s strategic acumen and expertise in philanthropic management has enabled Amazon India to:

- Create an online platform to facilitate in-kind giving to 29 credible NGO partners
- Raise the profile of, and increase donations to, all NGOs involved
- Maximise the benefits delivered by Gift a Smile by identifying key barriers to success and devising effective solutions
- Make a significant contribution to tackling India’s key social issues

Through collaborative efforts of Amazon India and CAF India, Gift a Smile has made a significant impact to the livelihoods of 13,800 people across the nation.



© Yuva



© Read India

ACTIVITIES, EVENTS AND WORKSHOPS

CAF India participated in important events and forums during the year to share knowledge and experience in the social development sector. Here is a snapshot.



Launched the World Giving Index, 2014 report in New Delhi



Invited to the World Toilet Summit 2015 organised by the Ministry of Urban Development, held in New Delhi



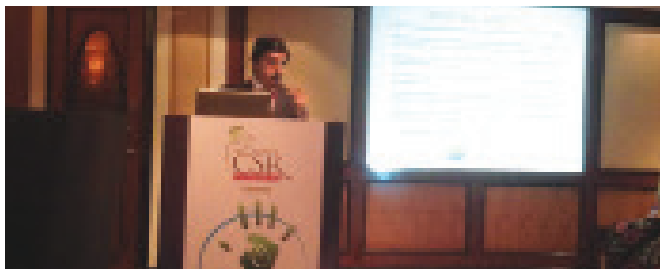
Organised Skills2Succeed workshops in Delhi and Bangalore for NGO partners on Project Cycle Management, Communication and Networking, supported by Accenture.



Hosted a knowledge sharing event for the Global Compact Network India at the India International Centre, New Delhi



Invited to speak at a CSR workshop on 'Knowledge Sharing, Strategising and Forging Alliance' organised by Global Hunt Foundation in New Delhi.



Invited to speak at the World CSR Congress held in Mumbai on CSR best practices



CAF India organised a Gift a Smile event for Amazon India, with the aim to spread Christmas cheer in the lives of underprivileged children



For the 2015 Pramerica Spirit of Community Awards, CAF India helped screen over 5,000 applications and was on the internal and external jury along with prominent personalities like Chetan Bhagat.

Other events

- Invited as a speaker at the NASSCOM GIC NCR CEO forum, where the work progress on the RTS campaign was shared with 20 corporate leaders.
- Invited as key speaker on the RTS campaign at the Toilet First Summit in New Delhi.
- Invited to make a special presentation on NGO validation during the National Consultation on Voluntary Sector: Need for Regulatory Reforms organised by VANI.
- Invited to share knowledge on future tech trends for the non-profit sector at the NASSCOM Technology Roundtable.
- ASSOCHAM Global Leadership Summit and Awards on Climate Change and Calamities: Sharing of Experiences and Strategies by Ministry of Rural Development and Ministry of Urban Development, Government of India.

CELEBRITY SUPPORT



Amitabh Bachchan, Actor is the brand ambassador of the Dettol – Banega Swachh India initiative, of which CAF India is the managing partner.



Anushka Sharma, Actor endorsed the Right To Sanitation campaign to raise awareness on sanitation and the Support MySchool initiative to enhance the quality of government schools.



John Abraham, Actor was the special guest at the Amazon Gift A Smile Christmas event to spread cheer in the lives of underprivileged children.



Ankit Tiwari, Playback Singer endorsed the Right To Sanitation campaign to help raise awareness on the importance of sanitation in India.



Neelesh Misra, Radio Jockey endorsed the Right To Sanitation campaign to help raise awareness on the importance of sanitation in India.



Shiva Keshavan, Luge Olympian endorsed the Right To Sanitation campaign to help raise awareness on the importance of sanitation in India.



Roop Durgapal, Actor endorsed the Right To Sanitation campaign to help raise awareness on the importance of sanitation in India.



Photo Credit: Arohi

PARTNERS AND MEMBERS*

We are proud to have associated with some of the most socially responsible organisations in the country, who have supported a wide range of causes. Together, we have created some impactful projects which have helped transform lives. On behalf of all the beneficiaries, we would like to say a big THANK YOU to some of our corporate partners who have trusted us to deliver on their projects and campaigns.



*Updated till November 2015



Photo Credit: Pratham

NGO TESTIMONIALS

“CAF India is a great enabler. They bring rare skills and traits to the table like keeping things simple, people building, unmatched compassion for the disadvantaged, empathy for the partners in the field and unrelenting commitment to their stated mission. I wish them very well in all their missions.”

Suman Christopher Malladi, Founder, Child Welfare and Holistic Organisation for Rural Development (CHORD), Hyderabad

“Our continuing association with CAF India over the last five years has been a great source of encouragement for ETASHA and a boon for the youth, their families and in fact the entire slum community they live in. The impact of youth after passing school and getting gainful employment in the organised sector is enormous.”

Dr Meenakshi Nayar, Founder, ETASHA, New Delhi

“Working with Charities Aid Foundation India means sharing the accountability of your project with an equally driven and committed team where the true essence of the partnership is realised. As an outcome of this association, programme implementation and compliance gets more streamlined for partners like us, who are into direct service delivery.”

Sohini Karmakar, Manager – Resource Mobilisation, Udayan Care, Jaipur

“CAF India has essentially bridged the gap between NGOs and not only corporates but also their employees. Wildlife conservation is a shared concern amongst the population at large, yet very few well-meaning people support conservation work in the field. CAF India has enabled people who share a common vision with WTI to see the impact their contributions have made towards saving endangered species across the country. Thank you!”

Radhika Bhagat, Head – Wild Aid, Wildlife Trust of India (WTI), Noida

“Ashray Akruiti appreciates the support and encouragement that CAF India has shown towards the development of our (hearing impaired) children. This has not only helped us to sustain our activities, but also reach out to more children who need our specialised services. Thank you for all that you do for our kids. You are a part of their lives too.”

D P Babu, General Secretary, Ashray Akruiti



Photo Credit: Lovedale Foundation

DONOR TESTIMONIALS

“At Microsoft India, giving is ingrained in our culture and CAF India is doing a commendable job in supporting our philanthropic initiatives. They play an important role in effectively managing our employee giving programme, one of the most rewarding aspects of our jobs. Last year, CAF India’s expertise in executing the Sanitation for Education project, which integrates sanitation issues with children’s education, has been crucial to Microsoft India’s mandate to make a big contribution towards social enhancement. The communication support provided by CAF India shows their willingness to walk that extra mile to provide end-to-end solutions. We are also excited about the new Give4Good online platform that the CAF India team is developing, which will hopefully further promote the culture of giving in the country.”

Manju Dhasmana, Community Affairs Manager, Microsoft India

“At Aon, serving communities is as important as serving clients and colleagues. To achieve this objective, CAF India is helping and supporting us to take appropriate decisions. Their experience and knowledge is great help for us as we build our long term sustained strategy to contribute to society.”

Kirti Talwar, Director - Finance, AON India

“We started over a year ago to create an innovative giving programme that will appeal to our customers and match their digital lifestyles. The Gift a Smile initiative is an innovative way for net savvy consumers to gift instantly, directly and conveniently to a cause of their choice, even in remote locations. All it takes is a click of a button, knowing that the NGO needs it and trusting that Amazon will deliver it. Presently, the programme has 29 NGO partners and thousands of smiles have been gifted by our customers in support. The programme has been implemented in partnership with CAF India.”

Meenu Handa, Director - Corporate Communications, Amazon India

“Our community driven agenda arises out of the needs of the people and is focused on high impact reforms. To carry out some of these initiatives to fruition we partner with select organisations. Our association with CAF India is a testament of two organisations synergising to help make India’s rural communities healthier through a cleaner environment. By facilitating our collaboration with Gramalaya, CAF India guided us in finding the right implementation partner.”

Vineet Mittal, Vice Chairman, Welspun Renewables

“CAF India has been associated with us for about five years, during which it has ably supported the design and delivery of our projects in the community. It has been a mutually fulfilling partnership. Their team of experts bring to the table an in-depth understanding of community expectations and their effective management. CAF India has skilfully leveraged its experience beyond project implementation.”

Kalyan Ranjan, Associate Vice President, Hindustan Coca-Cola Beverages Pvt. Ltd.

CAF INDIA IN THE NEWS

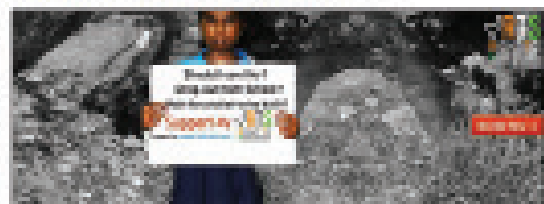
CAF India Launches Right to Sanitation

By [Shweta Gupta](#) [@shweta_gupta](#) | [Published on 14 September 2014](#)

CAF India Foundation (CAF India) has launched a campaign where it is urging corporates and others to ensure that children, especially girls, have a right to sanitation by building toilets for all.

CAF India Foundation (CAF India) has launched a nationwide Right To Sanitation (RTS) campaign where it aims to build toilets in 1,000 schools across the country in a phased manner over a period of one year.

The campaign has already received positive feedback from various media outlets of "India's Biggest step taken by launching a strategic three-pronged approach of building open air latrine for boys and girls in schools, mass lay their maintenance, and spreading and creating awareness among school children and communities on use of toilets and hygiene practices.



Signs in schools encourage them to build toilets



RTS will ensure that facilities are set for girls and boys equally in each school. These toilets will be identified from their own schools, with cost and work in the schools. It will comprise in each school will be sponsored or constructed or repaired, with a minimum of 100 sq feet and 1000 litres. More importantly it will ensure the bio-secure, maintenance and safety of the constructed toilet by creating budgets and awareness with the local authorities and other service providing agencies.



The organization plans to have several non-profit support from corporates and NGOs like who have already taken support. It is looking for more individuals and corporate partners to come forward to support this cause and help make the remaining experience of girls pleasant and safe. Supported with Anshu Sharma, playful singer-song writer, music director and singer, which covers and the film "Water" strategies, their undertakes are already in hand.



SHWETA GUPTA, CHIEF EXECUTIVE, CAF India, says, "It is our vision to see every child in our country have an adequate toilet for girls. If there are any they are well-maintained. We want to create an enabling environment for the impact



RELATE KEYWORDS: [voluntary-givers](#) | [volunteering](#) | [charitable-organizations](#) | [CAF India](#)

India has world's largest number of voluntary givers

By [S.P. Anand](#) [@spand](#)

[Like](#) [Retweet](#) [Comment](#) [Share](#) [Print](#) [Close](#)

MUMBAI: If "volunteering" ever had a meaning in terms of giving, India tops the charts when it comes to the largest number of volunteers anywhere in the world. Nearly 40% more people in India support non-profit organisations (regularly known as non-government organisations (NGOs) in western countries) than any other. In that context, India, with over 1.4 billion population, has been the leader.

Compared with the previous findings, in 2009, the number of Indian volunteering has shot up by three percentage points to 20 million more people volunteered last time to 20%. The findings were released by Charities Aid Foundation (CAF), a global non-profit that oversees the World Giving Index annually.

India has climbed up places from 107 to its overall ranking of 10 out of the 115 countries that participated in the World Giving Index 2014 survey. The index looks at three dimensions of giving during 2013: the number of people who have given money to charity, volunteered their time or helped a stranger.

FINANCIAL REPORTS

Balance sheet

Charities Aid Foundation India
Balance Sheet as at 31 March, 2015

PARTICULARS	Schedule Ref.	As at 31.03.15 (₹)	As at 31.03.14 (₹)
SOURCES OF FUNDS			
Capital Fund	1	45,256,747	39,268,538
Corpus Fund	2	1,020,400	1,020,400
Capital Assets Fund	3	1,089,412	1,971,302
Institutional Development Fund	4	10,000,000	5,000,000
Unutilised Grants / Donations	5A	178,773,029	138,805,560
TOTAL		436,139,588	186,065,800
APPLICATION OF FUNDS			
Fixed Assets			
a. Gross Block	6	8,369,376	5,033,035
b. Less: Accumulated Depreciation		2,970,375	2,347,233
c. Net Block		5,399,001	2,685,802
Current Assets, Loans and Advances			
Cash and Bank Balances	7	398,946,809	156,655,394
Loans and Advances	8	29,349,165	16,583,938
Current Investment	9	13,650,799	31,638,255
Total Current Assets		441,946,773	204,877,587
Less: Current Liabilities and Provisions	10	11,206,186	21,497,589
Net Current Assets		430,740,587	183,379,998
TOTAL		436,139,588	186,065,800
Notes forming part of the financial statements	13		

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 Bharatram

Arun Bharatram
Chairman

Meenakshi Batra

Meenakshi Batra
Chief Executive



Place: Gurgaon
Date: 22 September, 2015

Place: New Delhi
Date: 22 September, 2015

Account of income and expenditure

Charities Aid Foundation India Income and Expenditure Account For the year ended 31 March, 2015

PARTICULARS	Schedule Ref.	Year ended 31.03.15 (₹)	Year ended 31.03.14 (₹)
INCOME			
Grants/Donations Received	5A	191,194,190	189,578,759
Specific Purpose Grant Income	11	17,216,637	10,785,794
Other Income		<u>208,410,827</u>	<u>200,364,553</u>
EXPENDITURE			
Grants/Donations Paid	5B	169,934,252	172,845,571
Specific Purpose Grant Expenditure	6	1,282,675	1,109,362
Depreciation and Amortisation	12	27,042,398	21,005,211
Operating and Other Expenses		<u>198,249,325</u>	<u>194,960,144</u>
Surplus		<u>10,161,502</u>	<u>5,404,409</u>
- Transfer to Capital Assets Fund		(826,707)	(858,183)
- Transfer to Institutional Development Fund		5,000,000	5,000,000
- Transfer to Capital Fund		5,988,209	1,262,592

Notes forming part of the financial statements

13

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 Bharatram

Arun Bharatram
Chairman

Meenakshi Satra

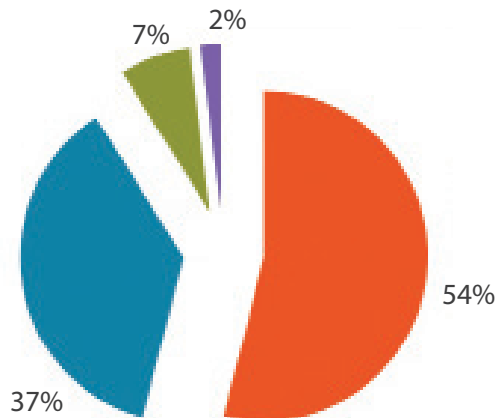
Meenakshi Satra
Chief Executive



Place: Gurgaon
Date: 22 September, 2015

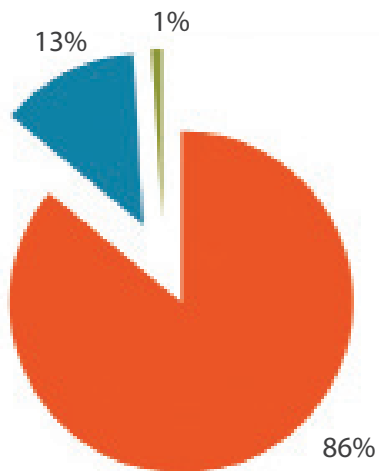
Place: New Delhi
Date: 22 September, 2015

How we spend your contributions



Inflow of funds: FY 2014-15

Local donations from individuals, corporates and others	1132.45 lakhs
Foreign donations from individuals, corporates and others	779.49 lakhs
Income from investment	142.57 lakhs
Other income	29.6 lakhs

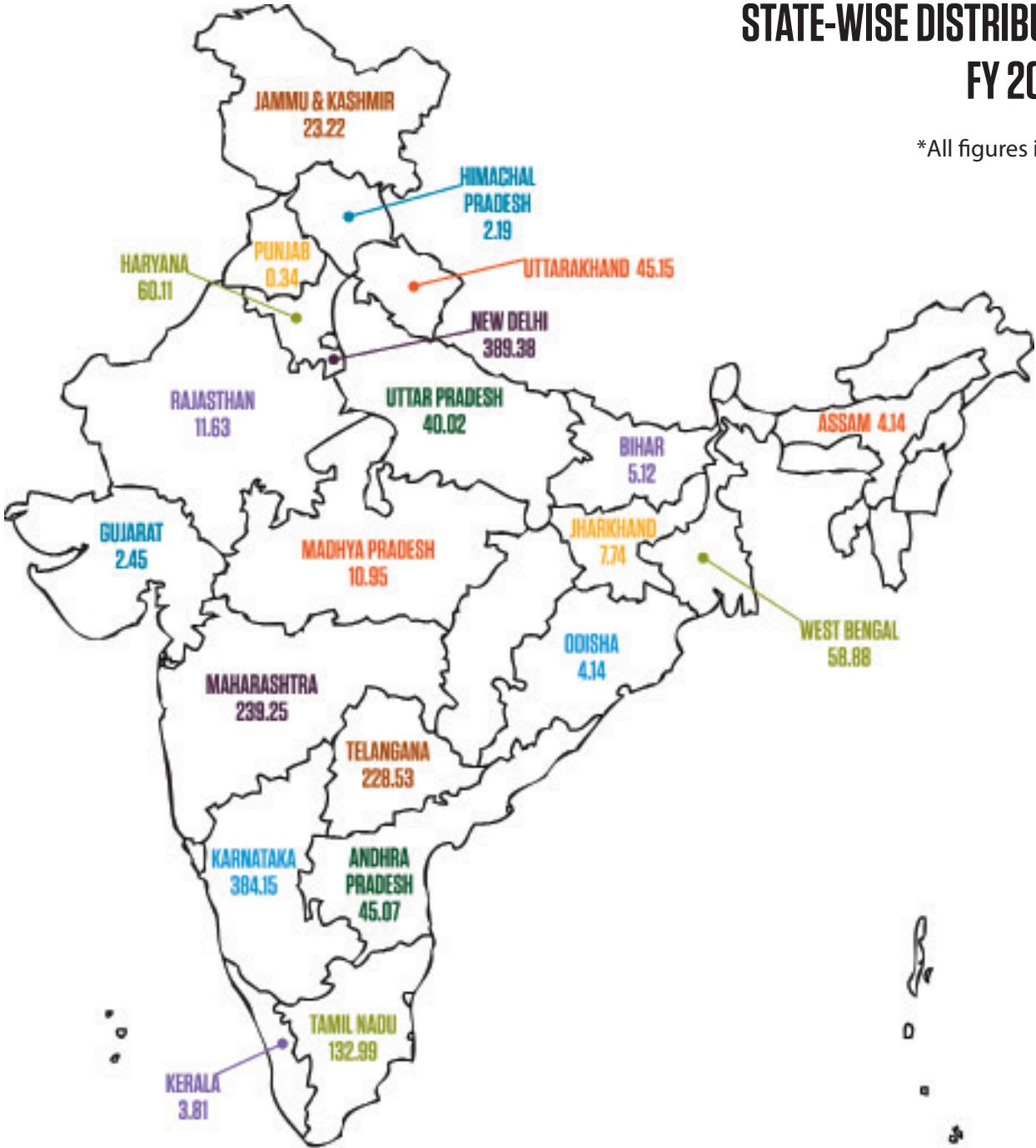


Outflow of funds: FY 2014-15

Programme expenditure	1699.24 lakhs
General overheads	270.42 lakhs
Depreciation	12.83 lakhs

STATE-WISE DISTRIBUTION FY 2014-15

*All figures in Lakhs



OUR BOARD MEMBERS

CAF India has an independent board, chaired by respected industrialist and philanthropist, Mr Arun Bharat Ram. The board comprises seven other prominent members from the business and NGO sectors.



Arun Bharat Ram, Chairman, SRF Limited

Arun Bharat Ram is a member of the renowned Ram family of Delhi, owners of Shri Ram Group and DCM, with a legacy of over 100 years. Arun is the current chairman of SRF Limited, an organisation he set up in 1970, which has grown and diversified into a multi-business Rs. 4000 crore manufacturing company, with operations in India, UAE, Thailand and South Africa.



Ajay Kaushal, Co-founder and Director, BillDesk

Ajay Kaushal is a director and co-founder of BillDesk, one of India's largest electronic payment platforms. Ajay and his partners co-founded BillDesk in 2000. Today BillDesk powers electronic payments across all large organisations in India. The company operates across 80 locations and has over 450 employees.



Arjun Malhotra, Former Chairman and CEO, Headstrong

Arjun Malhotra has over 42 years of experience in the technology and IT sector, in both private and public companies. Until very recently, he was chairman and CEO of Headstrong, where he led the business' turnaround and rejuvenation. Under his leadership, Headstrong became the leading provider of consultancy services to the financial services industry, and was sold in 2011 to Genpact for over \$500m.



Sanjay Patra, Executive Director, Financial Management Services Foundation

Sanjay Patra has 25 years of experience in the voluntary and development sector. He is currently the executive director of the Financial Management Services Foundation (FMSF), and has served with this organisation since 1998. Sanjay is also author to Interface (the bi-annual journal of FMSF).



Lalit Nirula, Director, LMN Investments and Agriculture Pvt. Ltd
Lalit Nirula is a second generation member of a family that has been in the hospitality industry for 76 years. Their food chain, Nirula's was considered leaders in their field of family foods, being the largest Indian owned restaurant chain in the Indian sub-continent. Currently, Lalit is the director of LMN Investments and Agriculture Pvt. Ltd, a company with investments in real estate and financial instruments.



Neeraj Gulati, Managing Director, Monotype Imaging India
Neeraj Gulati is the Managing Director of Monotype, the world's leading provider of text imaging solutions, which powers the majority of PCs, smartphones and tablets around the world. He leads a nationwide childhood innovation project called 'Tod Fod Jod' that involves the deconstruction, re-construction, re-design and repair of cell phones, computers, toys and automobiles.



Som Mittal, Former Chairman and President, NASSCOM
Som Mittal was the President of NASSCOM from 2008-13 and steered the industry through one of its most challenging phases. Under his leadership, the industry crossed the USD 100 billion milestone and significantly expanded its value offerings. Mittal has held corporate leadership roles in the IT industry at companies such as Wipro, Digital, Compaq, Larsen & Toubro, Escorts, Denso and HP.



Rajeeva Ratna Shah, Former CEO, Prasar Bharti
Rajeeva Ratna Shah has 41 years of experience in governance. Until recently, he served as Member – Secretary, Planning Commission. He was also the architect of the Jawahar Lal Nehru Urban Renewal Mission and is reckoned as an expert on 'convergent digital technologies'. Shah also functioned as the CEO of the Prasar Bharati, running over 20 TV channels and 200 radio stations.

SENIOR MANAGEMENT TEAM

CAF India's CEO, Meenakshi Batra spearheads a highly motivated team, committed to promoting the culture of giving in India. It consists of skilled and experienced professionals who contribute their expertise for the benefit of the organisation and its partners.



Meenakshi Batra, Chief Executive

Meenakshi is a seasoned and widely recognised professional with over 24 years of experience in the international development, CSR and not-for-profit sector. She has served in various leadership roles with international development and humanitarian agencies in South and Southeast Asia. In addition, she has successfully led large country programmes in India, Afghanistan and Indonesia working with leading international development NGOs.



Avijeet Kumar, Director

Avijeet has more than 23 years of work experience in the development sector and in teaching and research. He worked with Help Age India as Director of Programmes for more than eight years before joining CAF India. With extensive knowledge of designing CSR strategies for companies and a deep understanding of the social development sector in India, Avijeet has helped build capacities in organisational development for several non-profits.



Rakesh Goswami, Head of Finance and Operations

Rakesh is a veteran with more than 20 years of experience in heading financial departments within organisations, 11 years of which have been dedicated to the development sector. Rakesh is an expert in taxation, Foreign Contribution Regulations Act (FCRA) and in the formulation of policies and procedures.



Namrata Jaitli, Head of Programmes

Namrata has served as Deputy Director at Society for Participatory Research in Asia (PRIA). She has a strong academic background and wide ranging experience of over 20 years in empowering marginalised communities, strengthening capacity building and knowledge generation initiatives. She works extensively on strategising and designing CSR programmes for companies.



Sangeeta S. Thakral, Head of Marketing and Communications

Sangeeta is a communication and marketing specialist with more than 14 years of experience in the field of branding, communication, digital media, campaign management and training delivery, which comprises her primary role at CAF India. She also is actively involved in designing communication strategies for companies and NGOs.



Rashmi Wills, Head of Business Development

Rashmi is a qualified fundraiser with a 24-year-old experience cutting across corporate and non-profit organisations. At CAF India, she develops and executes fundraising strategies and resource mobilisation through collaborations. She possesses an understanding of global fundraising practices and key growth markets and is an accomplished mentor and team leader in the organisation.

LOOKING AHEAD: 2015-16

Highlighting impactful stories through Media Fellowship

CAF India's Media Fellowship programme aims to highlight successful CSR projects that often go unnoticed. For the coming year, we are working to encourage increased participation from mediapersons and more donations from our corporate partners. This will help us bring to life the stories of real beneficiaries, whose lives have changed positively.

Launching the Click2Clean campaign

CAF India launched the Click2Clean campaign in September 2015 which aims to 'clean up' selected unclean and littered public spaces in urban cities, through collective action by citizens, governments and the private sector. The goal is to identify and clean 100 sites within a year in Delhi-NCR to start with and raise public awareness, enhance citizen participation and promote partnerships among various stakeholders.

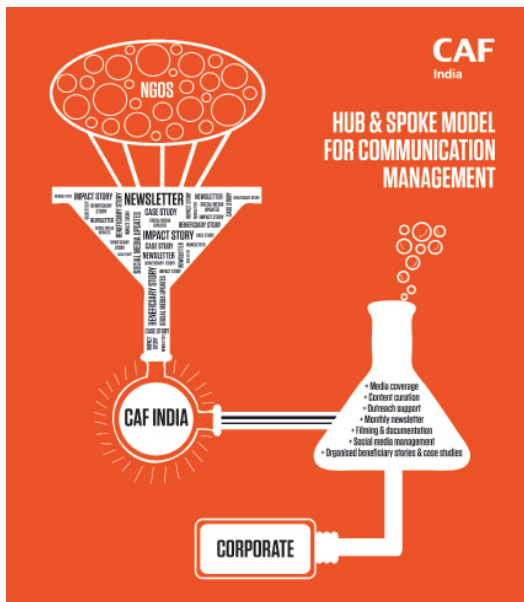


Launching Give4Good

CAF India is developing an online giving platform called Give4Good, which enables retail and corporate payroll donors to channelise their donations to CAF India-validated NGOs and the causes they care about. In addition, CAF India is conducting a pilot study called 'Online Giving in India' which is focused on understanding the online giving landscape in the country. The



study aims to fill key knowledge gaps in the sector, and identify key fundraising trends, effective practices to enhance online donations, audience attitudes and assess the willingness to adopt these practices.



Hub and spoke model for communication support to corporates

We are set to provide communication support to our corporate partners based on a hub and spoke model. Our objective is to offer a range of solutions for more effective and smoother management of the information/communication received from the NGOs. The solutions when implemented would put in place an organised system to consolidate and streamline all communication and programme updates received which would be made available to corporates in a more presentable and comprehensible form.



MY
CLEAN
SCHOOL

Photo Credit: Mahita