

ANNUAL REPORT 2017-2018

United Way Bengaluru

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MESSAGE FROM THE CEO



The remarkable journey to strengthen community work continued in 2017-18, at United Way Bengaluru (UWBe).

It was an important year for us to consolidate and evolve our way forward. There were several rounds of deliberations with the Board, Staff, Corporate partners, Community, Volunteers, Government to evolve strategic vision for the organization which was guided by an external partner. The efforts resulted into a strategic goal for the coming three years.

This year there has been a heartening growth in donor confidence, volunteer engagement, student involvement and an increase in awareness of the importance of the work we do. This urges us to do more towards change.

We moved into our new office, keeping in mind the team expansion and we engaged experts to work with the organization. The Born Learning campaign was launched at a national level, the first national campaign which is anchored at United Way Bengaluru as a Centre of Excellence.

One significant paradigm shift is to align all our work with the international standard set by United Way Worldwide in their Global Reporting Framework. This will make it very easy for us to track, report and measure impact.

Going forward, the organization will put focus to drive collective impact, work closely with corporate, government and community partners to understand unique requirements, work with subject matter specialists and think tanks to innovate solutions to address community needs and continue to identify untapped community requirements.

We wouldn't have been able to achieve our goals without support from the UWBe team, they have worked hard to help the organization achieve its goal. They deserve special mention and gratitude. We would like to place on record our gratitude to the Board of Directors of United Way Bengaluru for their guidance. A BIG thank you to all our corporate partners, volunteers, respective Government departments, NGO partners for the support.

As we move forward in 2018-19, we are confident to create social value for all our stakeholders. Let us continue to mobilize the caring power of the community.

Yours Truly,

Manish Michael

Chief Executive Director

CHILDHOOD SUCCESS

As one of the vital pillars of our life-cycle, UWBe prioritises childhood success as the very foundation that can enable productivity and quality of life for communities. Thus, UWBe's initiatives in this direction are important individually, as well as in the larger canvas of its work. In the reporting year, childhood success not only took top priority, it also showed encouraging results both quantitatively and qualitatively. The results are set out below.



Born Learning Campaign (BLC)



United Way Bengaluru (UWBe), as a Centre of Excellence (CoE), has been leading the BLC in the country. It is a flagship programme of UWBe and addresses all the vital elements of childhood success. In the reporting year, UWBe scaled up on BLC, in terms of numbers, geographies and activities and raised over a million USD in the last financial year. UWBe also scaled up BLC in 6 out of 7 United Way chapters in India. The campaign now has a footprint in the following cities: New Delhi, Gurugram, Ahmedabad, Kolkata,

Pune, Mumbai, Chennai and Bengaluru.

As the graph clearly demonstrates, the number of children who benefit from multi-stakeholder participation has shown an upward trend as UWBe has taken responsibility for a larger number of *anganwadis* for intervention.

The early results are encouraging:

- Parents are choosing to put their children in anganwadis, instead of sending them to private nurseries.
- Children graduating from anganwadis where UW is working have shown significant social, emotional and learning abilities in 1st Std.
- Mothers are aware and actively engaged in holistic development of their children.
- The programme is receiving encouraging support from Women and Child Development Department/Ministries from several State Governments.
- Volunteers are actively engaged not only in helping children to enhance their learning abilities but also working with mothers to spread awareness on financial literacy, healthcare, etc.

In the reporting period, UWBe continued to build strong linkages and partnerships with the Karnataka, and several state governments where Born Learning is at work. UWBe was requested by the Women and Child Development Department of Karnataka to be the nodal agency for conducting *Makkala Habba*, (Children's Day Festival), which attracts several departments, schools, organisations, and children to participate and is dedicated to child welfare. The uniqueness of this fair is that it brings together departments and children to increase their awareness combined with fun activities. Examples for this are the involvement of the Departments of Science and Technology, Fisheries Department, Fire and Transport Departments etc.

UWBe, through Born Learning Campaign, has achieved several milestones. Community mobilisation has been a vibrant success with our outreach achieving buy-in from communities including mothers, and extended families towards early childhood interventions and the importance of early education and health. We also enabled safe and conducive learning spaces for over 300 *anganawadis*, through infrastructure development and refurbishment of buildings where *anganawadis* are housed. Donor satisfaction was demonstrably strong as demonstrated by the fact that several of them reiterated their support by continuing



STORIES FROM THE GROUND

Rag-picking to *anganawadi*



Umesh (32) and Renukamma (28) are from Manthralaya, a small town in Karnataka, a southern state of India. They have five children; daughters Geetha, Hindu, Hema, Bhavani and a son Iresh. With no education or livelihood options, they lived in a tiny make-shift tent in Rachenahalli. To afford even basics like food, their children had to beg and pick rags. The BLC team came across the children during the baseline survey and visited their parents to motivate them to send the children to *anganawadis*. They were introduced to the myriad benefits offered by the *anganawadi* centres such as supplementary nutrition, pre-school education, nutrition and health education,

immunization, health check-ups among so many others. After a few visits, mindsets changed, and the children got enrolled at the nearby Rachenahalli *anganawadi*. The parents are happy now as Iresh, Geetha and Hindu, who not only get nutritious food, but also a new fact to learn every day. Their other children enjoy the benefits the *anganawadi* has to offer.

Getting access to a space that was theirs

The Bandapura Anganawadi, Bengaluru was functioning out of a constricted 10 ft * 10 ft space in the Govt. Lower Primary School premises, which allowed very less space for conducting pre-school activities. This had an adverse impact on the enrolment of children and the delivery of the pre-school activities. There was a space available for the *anganawadi* which was already identified by the community and allocated for the *anganawadi*, but interference from the local authorities was hampering the community from accessing the space. UWBE and its NGO partner consistently made efforts to convince the local representatives to give the space to the *anganawadi* centre, and motivate the *anganawadi* teacher and helper to regularly follow up. This resulted in the keys being handed over to the *anganawadi* teacher. The new Centre is now functional. After the centre was moved to a bigger dedicated space, the enrolment in the *anganawadi* moved from about 10 children to more than 25 children and is now a vibrant learning space for children!

ENVIRONMENT SUSTAINABILITY



Wake the Lake is a strong demonstration of UWBe's commitment to environment sustainability. In recognition of the potential threats to the environment owing to the disappearance of water bodies, and to revive the dying lakes of Bengaluru, UWBe placed focus on reviving and sustaining these water bodies. Wake the Lake emerged as the reply to the burning issues created by the dying lakes of Bengaluru. The campaign today stands out as a shining example of collaboration between civic bodies, corporates and citizens for a larger good.

United Way Bengaluru has been directly involved in conceptualising, designing and implementing Wake the Lake, an environmental sustainability programme. UWBe, in the year 2017-18 has been actively working to rejuvenate 11 defunct lakes and for this it has raised resources, encouraged volunteering and led the efforts. This work has been extremely significant in the local context of Bengaluru, a city that does not have rivers running through it and depends on its lake system for water. Wake the Lake has positioned UWBe as an organisation of relevance to local issues and a thought leader.

The success of Wake the Lake rests on citizen engagement as it has been proven that ownership of natural resources on the part of local communities affords better protection and sustainability as against external interventions. This is the crucial element that Wake the Lake has enabled, and currently every lake taken up for rejuvenation has an effective lake body made up of local residents.

In the reporting period and the years immediately preceding it, Wake the Lake has been successful in reclaiming and restoring several lakes which were on the verge of total collapse and ruin, by clearing them of sewage, improving the quality of water and turning them into active community spaces.

The objectives have been to:

1. Free the lakes from garbage, effluents and other pollutants; restore the water quality.
2. Revive the eco-system in and around the lake by creating micro climate for aquatic flora and fauna.
3. Bring about community ownership through active volunteerism.

Local communities and volunteers were encouraged to get involved in the task of lake cleaning and greening, and to protect the lake environs from encroachment and other threats. Convenings and meetings were held to encourage their participation and inputs and ensure they are contributing stakeholders to the interventions.

Wake the Lake has had direct impact in the restoration of water holding capacity of lakes, diversion of sewage so it does not flow into the lakes, and significant increase of green cover along the lakes, particularly native fruit and medicinal species that local communities use for their immediate health needs. Creation of spaces for physical activities has resulted in potential for better health among them.

Wake the Lake has several shining moments of success. However, in terms of community engagement the *Kere Deepotsava (Festival of lights at the lakes)* has proved the most successful. In October every year, it is believed according to traditional lore that the lighting of lamps by a lake brings positive energy and health to communities. In the reporting period, 3500 community members of all communities, regardless of caste and ethnicity gathered at the 11 lakes to light 50,000 oil lamps, showing the lakes in all its glory - lit up and festive. It was a coming together of all sections of society in joy and celebration. The uniqueness was the participation without bias, of all communities to celebrate lake rejuvenation.

All lakes were equipped with staff and other requirements for regular maintenance and this has resulted in the lakes becoming safe spaces for families to gather and spend time together, be it for exercise or recreation. **Five** lake associations have been formed with representation from local communities in order to ensure the lakes are maintained and encroachment is prevented.

In the reporting period Wake the Lake resonated with corporate funders who committed funds and volunteering support to restore lakes in the vicinity of their facilities and combined with community support, this augurs well for lakes in Bengaluru.



YOUTH SUCCESS



As a part of its commitment to strengthen the building blocks of life, UWBe runs an extensive programme for youth success. The focus of this is to equip youth for productive lives and includes financial and mentorship support for higher education, job skills and placement. Formal education is supported with practical skills to make youth job-ready. This has involved identifying certificate courses, appropriate training partners, funders, and beneficiaries and bringing them together. This has resulted in a trained cadre of people who have become productive individuals, bettered their own lives, and contributed to the country's progress. In a country as vast as India, in terms of numbers, this is small, but significant in that it has changed lives in the selected geographies, and will create a ripple effect.

The target beneficiaries are youth and children who are in difficult financial circumstances. Merit is a major criterion and gender is equally represented with girl students getting equal opportunities. UWBe's work in this area is in line with Government of India's vision for Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. It is further informed by SDGs 4, 5, 8,9,10 & 17.

In the reporting period, corporate funding was sought and volunteers contributed with knowledge and technical help to students to further enhance their capabilities. UWBe also worked with youth in other ways that included support for primary and secondary education and counselling to help youth opt for higher education or build on their job skills. They were trained in specific areas such as manufacture, information technology, hospitality and accounting and finance.

Meritorious students were offered scholarships to pursue education streams of their choice such as law and management. Students were also facilitated with internship opportunities at business houses and social sector organisations to build their understanding and knowledge.



THE STORIES



Yallappa is a drop-out from school. He received help to get driving lessons and obtained a driving license. He now owns his own light commercial vehicle and delivers water cans to petty shops in his village, earning Rs. 12,000/- per month. This is a marked improvement from his earlier life which was economically weak as he was unemployed.



Divyashree was unemployed after completing elementary schooling. She was supported for a course in DTP & computer typing. She is now working as a Data Entry Executive and earning Rs. 15,000/- per month. She is employed with Angel Broking Pvt Ltd. Her placement details are attached.



ACCESS TO HEALTH



871

total number of volunteers supporting access to health



490

number of community partners organized, led and/or managed by United Way to promote health



102

number of health sector staff trained to deliver quality programs, services

40,766

number of individuals served participating in physical activity and/or health food access/nutrition programs



35,665

number of individuals served with access to healthcare services and supports

85%

of children/adults served who eat healthier, increase their physical activity, and/or move towards a healthy weight



70%

of youth/adults served who avoid or reduce risky behaviours (e.g. alcohol, drug abuse, unprotected sexual activity)

Health is another vital building block of life and therefore UWBe takes an integrated approach towards achieving it through direct and indirect programmes/projects. These are dedicated to holistic healthcare with a life-cycle approach that include child, maternal, geriatric, end-stage palliative care, and health for the disabled. Additionally, the homeless, the abandoned and marginalised populations such as elders, persons with physical and mental disabilities, are identified and given the benefits of good healthcare. Environmental health is also an important part of access to health as a healthy environment is a vital enabling factor for physical health.



Thus, UWBe ensures that a component of access to health is fused into all programmes/projects. An example is the rooftop rainwater harvesting project. While it does not have visible and direct linkages to health, it is intrinsically linked as it enables communities to access assured quantities of clean water, fit for drinking and cooking.

Another example is the school sanitation programme UWBe actively promotes. By improving infrastructure, building awareness on the importance of hand-washing and sanitation hygiene, and enabling behaviour change, UWBe provides indirect access to health. In the reporting period, UWBe's health programmes involved a range of stakeholders such as corporate funders, government healthcare staff, civil society organisations and volunteers.



UWBe enabled direct access to health by providing curative, preventive and promotive healthcare services. The core services included a mobile health van that visited 18 remote villages and reached out to a population of over 30000. The van was staffed with qualified and competent healthcare professionals, medication for simple ailments and referral services. Basic diagnostic facilities were also made available.

The other services included partnerships with dedicated budgets for vertical health programmes which covered different sections of society. These programmes provided for medical, nutritional and rehabilitation support for the target beneficiaries. The services offered covered the entire gamut of residential, home-care and institutional

support e.g. day-care for elders, institutions for children in a vegetative state and terminally ill patients etc.

UWBe enabled access to health for children with and without disability, maternal health, elder care, palliative care for end-stage terminal illnesses, and for adults with mental and physical disability. The beneficiaries belonged to economically challenged sections of society who would otherwise have had to suffer needless pain and been deprived of opportunities for relief and cure.

THE STORIES

Shining Star Deepthi



Born with congenital health problems into a well-off family, Deepthi was abandoned after an astrologer told her parents that the little one would pose problems for the family. She was transferred to Swanthana, a partner organisation of United Way Bengaluru, dedicated to the care of abandoned girl children with disability. Deepthi suffers from multiple disabilities - delayed speech, seizures and incontinence among others and yet, is a 'sunshine girl'. She was unable to do much by herself and needed intensive nursing. With the help of



Swanthana, United Way Bengaluru and a corporate partner, she now attends Sneha Home Care Shining Star School and likes colouring, and understands English, Malayalam and Hindi. While she is shy and speaks little, she smiles a lot and loves the company of other children.

Antoniamma's story



Antoniamma (84) lost her spouse at a very young age. Mother of five children, she struggled to raise her children as a single mother. In her twilight years, she looked to her sons for support, but destiny had something else in store for her. Her elder son died and the other turned her away. She lives with one of her daughters, but her son-in-law feels she is a burden, as she says that he keeps telling his wife, "*Eemudhukinayellaadrukalsu.*" (Send away this old woman). Antoniamma joined Sandhya Kirana centre in 2004 when there were just 10 or 12

elders attending. The Centre, which is dedicated to elder-care, and supported by United Way Bengaluru and a corporate partner, caters to most of her needs thus reducing the burden on her daughter's family. Candle-making, knitting and tailoring help to get her some extra income and her dignity is restored.

ECONOMIC MOBILITY



256

total number of volunteers supporting economic mobility



74

number of community partners organized, led and/or managed by United Way to promote economic mobility



450

number of individuals served who receive job skill and training

86%

of individuals served who gain employment

1,195

number of individuals served who access affordable housing, financial products, and services



150

number of veterans served who gain employment

90%

of individuals served who increase their wages



75%

of individuals served who increased their disposable income by accessing benefits and/or reducing their costs

90%

of individuals served who earn job-relevant licenses, certificates, and/or credentials

India accounted for the largest number of people living below international poverty line in 2013, with 30 per cent of its population under the \$1.90 a day poverty measure, the World Bank said. Economic mobility is very important in a nation that has high rates of poverty, low rates of literacy and a population that is unskilled. It is imperative for them to receive skills that are relevant to their level of literacy, so that they can achieve economic progress. This thinking informs UWBe's Economic Mobility programmes, which have a strong focus on skilling youth and women. Corporate India plays a key role in making this possible with funding and volunteering support. Support is also given in the form of tools for livelihood.

In the reporting period, needy populations in rural and urban areas were given skills and supported with appropriate tools. These included job-readiness courses with licenses and certificates, livestock, sewing machines, and financial support to set up micro-enterprises such as small grocery stores. Women farmers were supported with value-addition skills such as processing and given the means to set up the machinery required for the same. They were then given the required know-how for crop and livestock insurance, information on seeds and feeds and sustainable & organic agriculture, and pest control measures. They received financial literacy trainings, and were supported with micro-credit and seed capital for small businesses.

THE STORIES

Fulfilling small needs, becoming self-reliant

Rathnamma (39) is barely literate and has not been able to complete basic education. She is a homemaker and her spouse is a daily wage earner earning INR 10000 per month. They have two children, who are studying in school. Rathnamma was supported with a grant of INR 10000 to set up a small store selling fancy accessories in her village. She has now increased the family earnings by INR 3500-5000 per month. This helps them meet emergency medical needs, children's education and family savings.



Stitching dreams together



Ramakka (32) has studied till high school and is a homemaker. Her spouse works in a factory, earning INR 6000 per month. They have two children who go to school. With a grant of INR 10000, Ramakka has begun a small tailoring unit at home and is able to earn INR 5000 per month, with which she meets the educational needs of their children, emergency medical needs and has increased family savings.

Our best work has been in the numbers of people we have helped gain economic mobility, regardless of their age. Young mothers, elders whose children have left them and women farmers with little education but huge knowledge on farming are just some of these. Enabling opportunities for them, to stay in their native homes, and yet earn incomes has been a major achievement. This has involved drawing in like-minded funding partners, skill building in niche areas (food processing, tailoring etc), and then providing seed capital for them to begin their work. The results are showing as demonstrated in the success stories above.

United Way Bengaluru In the Media

Renovated anganwadi infuses fresh hope among Marathahalli's poor

Arpita R | TNN | Updated: Dec 21, 2017, 10:52 IST



BENGALURU: About two months ago, the anganwadi centre off ITPL Road, Marathahalli, was a picture of disrepair. The ceiling leaked, the water connection had been cut off and the walls were covered with fungus. Today, thanks to a collaboration between the department of women and child development and United Way Bengaluru (UWBe), an NGO, the centre has been transformed.

There is running water in the kitchen and toilet, and the rooms are freshly-painted and clean. The mini-anganwadi serves the needs of 22 children, but with the makeover, more are seeking admission.

Developed under the UWBe's Born Learning Campaign (BLC), the programme hopes to first provide adequate infrastructure, ensure school readiness and finally engage with the community to ensure consistent attendance and a trickle-down effect of the programme. Starting with 10 centres three years ago, BLC is now working in 182. It posits the anganwadi teacher as the pillar of the community.

TRENDING TOPICS

Sabarimala temple	Gaja Cyclone
Nandamuri Suhasini	Mithali Raj
Pro Kabaddi 2018	IPL 2019
Sabarimala	Mamata Banerjee
Cyclone Gaja	Alok Verma

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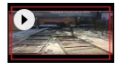


Karnataka's crime-buster dog Daisy dies after seven

CITY >



ganga of the Day



Lighting up the lakes to keep them alive

By Kumaran P, Bangalore Mirror Bureau | Updated: Nov 4, 2017, 04:00 IST



To conserve water bodies, 50,000 lamps will be lit around 12 lakes

The city is celebrating Festival of Lights in the month of Karthika [from October 23 to November 21]. A few activists in the city are celebrating Kere Deepotsava (Festival of Lights Around the Lake) in and around the rejuvenated lakes. This group of 'lake saviours' who has brought the life back to 15

lakes in the city is now bringing together communities to celebrate the festival on the boundaries of lakes such as Devasandra, Sheegehalli and Kowdenahalli.

BM reported a story on how 13 lakes in the city have been revived by the 'United Way Bengaluru' (UWB) and its community-oriented strategies to keep city lakes stay afloat.

"We have revived lakes, brought back its life and how to sustain it was the crucial question. That is when we came up with different strategies to involve communities and created an awareness on how the lakes belong to them and it is them who need to take

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BENGALURU

Software giants to sponsor STP for Mahadevapura lake



STAFF REPORTER

BENGALURU, NOVEMBER 17, 2017 01:31 IST
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Four software behemoths have come together to sponsor a Sewage Treatment Plant that can treat 1 million litres of sewage flowing daily into the Mahadevapura lake.

The 26.23-acre lake was rejuvenated recently at a cost of ₹6 crore. However, as the sewage from its four inlets were diverted, water was not flowing into the lake.

The STP, however, will ensure that a minimum of 1 MLD of treated water enters the lake. "This will compensate for the evaporation and other losses of the lake, and ensure the water levels remain steady," said Manish Michael, Chief Executive Officer of United Way Bengaluru (UWBe) that coordinated with

Trending in Bengaluru

Bengaluru '100m limit legally untenable'

Bengaluru Cabinet gives nod to 65-km Peripheral Ring Road

Bengaluru Police on the lookout for Omani family missing since Sept. 2017

Bengaluru Bengaluru Signature Business Park sees progress

Bengaluru Citizens prepare to counter bid to snip Bannerghatta's eco-shield



FINANCIAL STATEMENT 2017-18

Balance Sheet	Amount in ₹ '000
Assets	
Fixed Assets	571.30
Investments (Fixed Deposits)	114,123.16
Current Assets	160,928.46
Total	275,622.92
Liabilities	
General Fund - Opening Balance	151,723.85
Transfer to General Reserve Current Year	122,318.32
Current Liabilities & Provisions	1,580.75
Total	275,622.92
Income & Expenditure Account	
Revenue	
Contributions	303,918.07
Bank & Other Interest	8,586.56
Total	312,504.63
Expenditure	
Program Expenditure	165,763.68
General & Administrative Expenses	24,422.63
Total	190,186.31
Surplus taken to Balance sheet	122,318.32



United Way Bengaluru

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