

# UNITED WAY BENGALURU

## *Annual Report 2016-17*



*Mobilizing the caring power of communities*

## *Message from our Chairman*

### Strong pacts create great impact



Dear Friends,

The year 2016 -17 was tremendously exciting and fulfilling on so many levels. Not only did we tide over the good and tough times effectively, we grew exponentially in fund raising and in creating a positive impact in the society.

I personally feel that the city needs a backbone where collaborative action can happen and United Way Bengaluru has the opportunity to be the glue to bring together people who are well meaning and who have lots to give, and where their thought leadership can be synergized to a common platform. And to take this forward, I would like to share with you the progress of United Way Bengaluru's two flagship campaigns, 'Born Learning' and 'Wake the Lake'.

To begin with, we scaled up on our flagship project 'Born Learning Campaign, which addresses the holistic development of children between the ages of 3 and 6 years. These children hail from poor socio-economic sections of the society and we have pledged to ensure that they become 'School Ready' through effective early learning and guidance on nutrition. After we entered into a fruitful partnership with the Department of Women and Child Development, Government of Karnataka, we are pleased to share that from 50 centres last year, as of today we are working with 165 *anganwadis* in three states namely Karnataka, Kolkata and Bihar. We are confident that this number is only going to increase in the coming years.

We also scaled up our 'Wake the Lake' campaign, a project very close to my heart. Even here we are working hand in hand with the government to rejuvenate 16 lakes across the city. Through our model project, the now rejuvenated Kaudenahalli Lake, we have been able to demonstrate how joint efforts from the stakeholders like corporates, NGOs, government, subject matter experts and community members can help to successfully restore withering lakes.

We look forward to 2017-18 to continue to partner and work with you. We want to reach out to more people in Karnataka and create sustainable change by scaling up our existing programs and hopefully implement new ones too.

Yours sincerely

Prashanth Prakash

## *Message from the Chief Executive Officer* Integrating communities, improving lives



Dear Readers,

The last one-year journey at United Way Bengaluru has been one of immense learning, exponential growth, strengthening of systems and processes and scaling up initiatives.

I'm extremely glad to share we have tried our best to work around the pledge which we made last year, which are to (a) Embrace and engage with complex issues in the community (b) Provide

Corporations seamless experiences to execute their Corporate Social Responsibility (CSR) (c) Scale-up initiatives which have the potential to bring about long-term change in the community.

We take this opportunity to thank our supporters and corporate sponsors because of whose support we were able to initiate integrated community development projects in Hassan, Kanakapura, Doddaballapur, Ranjangoan in Maharashtra and Mahaura District in Bihar. Under this initiative, we will work to improve the three building blocks of life namely, Health, Income and Education by providing scholarships to students, refurbishing schools and *anganwadis*, conducting regular health camps, supporting women through various livelihood and skill training programs and addressing water crisis in these areas. We are extremely satisfied with the progress of these initiatives.

Internally, we have been able to strengthen our processes by adopting an internal audit process, and installing Salesforce, a project monitoring and tracking software. United Way Bengaluru has been awarded ISO Certification and we are well on our way to becoming a world class organization. We could not have done this without the strong backing of our government, our corporate sponsors who believed in us to effectively implement their CSR strategy on ground, our NGOs partners, for the support and guidance extended to us from the micro level, and our donors and volunteers, whose selfless actions took our initiatives so much further.

Looking forward to partnering with you again and working towards creating a positive and visible change in the society.

Yours sincerely,

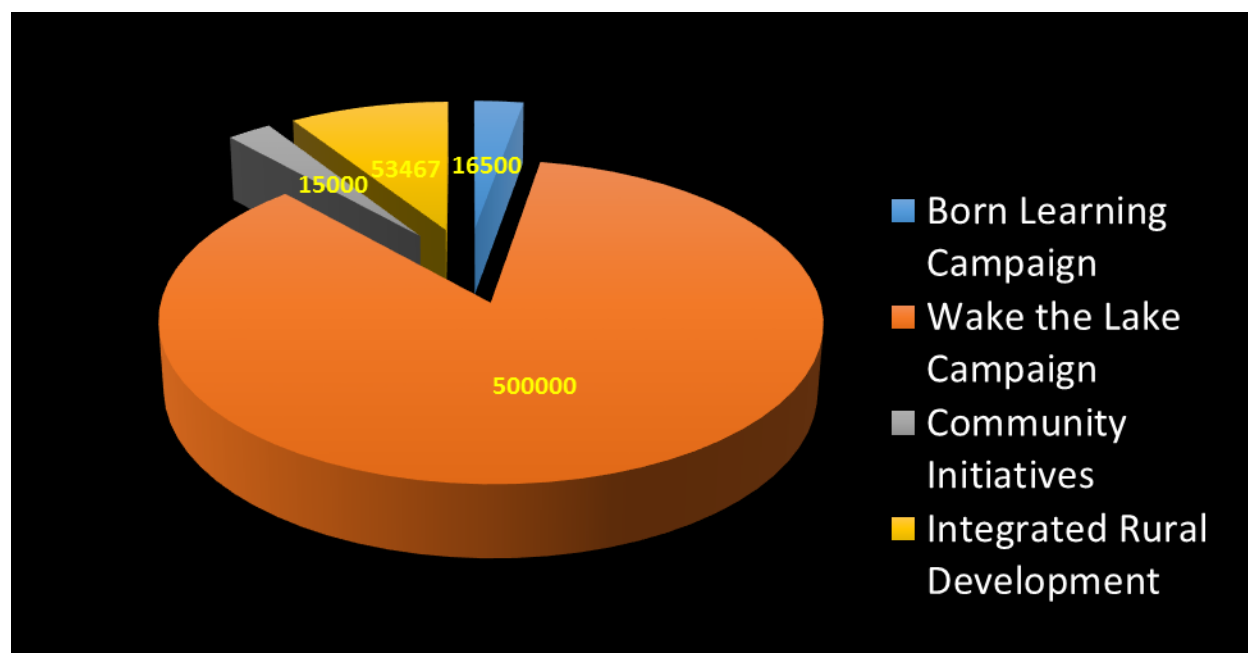
Manish Michael

## Introduction

United Way is the oldest and largest privately funded charity in the world. We are a 132-year-old organization with a global presence in 47 countries, with over 1800 chapters. We raise around 6 billion US Dollars annually. Apart from being the oldest charity organization and raising large sums to money to address community needs, we engage over 2.5 million corporate and community volunteers every year, a feat that sets us apart from other charities.

United Way Bengaluru was registered in Karnataka in 2008. The organization is purely driven by the instinctive need to address pressing issues in our community. We are fortunate to engage with and gain the confidence of various stakeholders in the community like the government, corporations, community, volunteers, and technical experts to address complex issues.

### Pie chart depicting the impact numbers of our programs



### United Way Bengaluru's Programs – the numbers

1	Born Learning Campaign	16500
2	Wake the Lake Campaign	500000
3	Community Initiatives	15000
4	Integrated Rural Development	53467

## Wake the Lake Campaign

Wake the Lake is a flagship campaign of United Way Bengaluru and is currently reaching out to 16 lakes across the city. We have been able to nurture communities and kindle in them a deep desire to protect and preserve lakes in their neighbourhoods.

We initiated various lake festivals and events to bring together communities on the lakes like Kere Deepotsava, Kere Sankranthi and several cleaning and tree plantation drives. This was the first time that a celebration of this scale took place with the participation of the government, corporate and community across several Kundanahalli Lake and set the ball rolling to install 1 MLD zero electricity sewage treatment plant at Mahadevapura Lake.

Another highlight of this campaign was that we collectively got nearly 5000 community members and 4000 corporate volunteers who came forward to participate in tree plantation and lake cleaning drives last year across 16 lakes.



### At a glance

- **UWBe works on 16 lakes across the city**
- **Increase in Corporate partners from 6 to 12**
- **Installation of 750 KLD at Kundanahalli lake completed**
- **5000 community members mobilized**
- **4000 corporate employees volunteered**
- **Half a million people directly and indirectly benefitted**



**Name:** Narayanappa

**Designation:** Entrepreneur and President of KR Puram Kere Mathu Parisara Samrakshana Trust

**Beneficiaries:** Community living around Kaudenahalli Lake

“With the immense support from United Way Bengaluru, the once obscure Kaudenahalli Lake has now become a household name in Bengaluru. People from far off places have started to visit the lake to witness its positive development. The enhancement of bio-diversity and the abundance of fish in the lake have brought back many species of birds which is an indicator that the work at Kaudenahalli Lake is headed in the right direction.”



## Born Learning Campaign

**Name:** Subharathi Devi

**Designation:** Anganwadi Teacher at Agahra village in Saran District, Marhaura block in Bihar

**Beneficiaries:** Anganwadi children and teachers

*“After the refurbishment of the anganwadi, the existing students are extremely happy coming to school. Even the 10 students who dropped out earlier have rejoined the school. Parents are extremely happy with the new look and are motivated to send the children to school regularly.”*



### At a glance

- The Born Learning Campaign addresses early childhood development of children between 3 – 6 years.
- Increase in BLC centers from 50 to 165 in just one year
- 16,500 mothers mobilized in 165 centers for regular trainings

The Born Learning Campaign which addresses the complex issue of early childhood development among the children in the age group of 3– 6 years of age from underprivileged backgrounds has grown in leaps and bounds.

From 50 centers we are now supporting 165 Government *anganwadi* centers in three states: Karnataka, Bihar and Kolkata. Currently, all the centers are getting refurbished to ensure that we are able to provide a safe, friendly, secure, stimulating and enhanced learning experience.

Through our Mothers’ Committee, mothers of 16,500 children in 165 centers have undergone several trainings on how to teach and nurture their young children. It is very encouraging to see a pattern emerging where mothers are now confident and capable to shoulder some of the responsibilities of the anganwadi workers to ensure that their children are constantly growing and learning.

We are very proud to share that United Way Bengaluru has been recognized as the Center of Excellence to lead the Born Learning Campaign at the pan India level. The campaign which was chosen as the National Campaign will now be set up across the country and United Way Bengaluru will steer the program in partnership with other United Way Chapters.

Under the leadership development program, five senior leaders from 3M from Taiwan and the USA along with Pyxera Global volunteered and developed the Center of Excellence framework to strengthen the Born Learning Campaign.

## Community Initiatives

**Name:** Ratnamma

**Occupation:** Homemaker

**Benefitting from:** Papad making enterprise

*Ratnamma is a homemaker and looks after her husband and two children. She desired to contribute towards her family income. When she heard about the opportunity to earn money through papad making, she immediately enrolled for the training. "I'm very excited to be part of this enterprise which is supported by United Way Bengaluru. I have undergone the requisite training and look forward to the work becoming regularized and standardized which could benefit all of us in the long run. This program will help me to initially earn around Rs. 1000 to Rs. 1500 per month which I intend to save for the future of my children."*



### Women Empowerment Initiatives

Under our Community Initiatives, several thousand rural women are being shown the path of becoming entrepreneurs through the Women Empowerment initiatives. They are setting up small cooperative societies such as tamarind processing units, *papad*-making, livestock, organic kitchen gardens, mini-poultry farms, goat and sheep rearing, building seed banks for preserving native seeds and others, which will enable them to become financially independent, confident and empowered.

### Scholarship Program for Students

Our scholarship program in the last one year has crossed over 500 children covering students from the first standard up to PUC and even professional courses. Students are being given support for school fees, bus passes, books, stationary, uniforms, shoes and library fees. In addition, children are encouraged to participate in training programs like English speaking skills, life skills and computer training to bolster their confidence and bring them at par with today's industry needs.



An ongoing mentoring session for beneficiary students

### **Student United Way**

More importantly, students supported by United Way Bengaluru are encouraged to join Student United Way and volunteer in various programs for the betterment of the society. Student United Way is the volunteering wing for students under United Way and currently has 250 members. For instance, last year during Ganesh Chaturthi, hundreds of student covered over 500 houses in Marathalli to spread awareness on using eco-friendly Ganeshas idols for immersion. They even worked with the Traffic Department to spread awareness on road safety. On this occasion, they felicitated the traffic police who are rarely recognized for their tireless efforts to maintain discipline and safety norms on the roads.





Road awareness drive organized by Student United Way

### Mobile Health Van

United Way Bengaluru's Mobile Health Van which frequents 12 rural villages in Doddaballapur continues to serve a vast population of 12000 people. In the last one year, we have witnessed that the number of patients have reduced mainly because of timely diagnosis, intervention and the vast effort that went into educating the masses on the importance of preventing diseases through lifestyle changes, intake of nutritious food, ill- effects of smoking and drinking and other such relevant issues.



Medicines distributed to a beneficiary visiting the mobile health

Three organizations won the Global Recognition for the CSR initiatives in Karnataka with the partnership of United Way Bengaluru 1) AMAT for supporting the Women Empowerment and Rural enhancement. 2) Prax Air for supporting the Scholarship Program of 200 students and 3) Cargill for supporting the Mobile Health Van

## Integrated Rural Development



***Name: Chameli Dixit***

***Designation: Mukhitya of Mirzapur***

***Beneficiaries: People of Saran District***

***“It is good for us to have solar street lights in our village. A total of six street lights have been installed in Mirzapur. People are able to move around in the nights without any tension or fear of theft. Being the mukhya of the village, I really appreciate the efforts taken by GE Loco, United Way Bengaluru and Nari Gunjan. We welcome more such positive impacting initiatives in our villages in the future too.”***

We have been successfully undertaking Rural Community Development program for the last two years in Bangarpet Taluk in Kolar. This year, we ensured 120 families received clean drinking water at their doorstep by undertaking the construction of 120 roof-top rain water harvesting units. We also provided scholarship support to 200 college going students to pursue their higher education and supported nearly 300 women in various livelihood and skill training program.

In Bihar, we undertook the refurbishment of 13 schools and 14 anganwadis in 13 villages. A total of 50 solar street lamps were installed which has helped in providing illumination for people during the night. It has tremendously helped students who want to study in the night.



People gather to view the newly installed solar street

A health camp was organized in Marhaura and around 800 people from five villages attended with the camp enthusiasm. Nearly, 300 people received first aid kits on first come first served basis. During the camp, separate sessions for men and women were conducted on general health and hygiene. A general physical checkup like height and weight, eye testing, BP, sugar, cataract and skin diseases were undertaken. Extensive canvassing was taken in the five villages through use of auto rickshaw, distribution pamphlets, putting up banners in public spaces and organizing street plays.

With the enriching experience in Kolar and Marhuara, we have started intervention in several other rural communities including Hassan, Kanakpura, Doddaballapur and Ranjangoan in Maharashtra.

The journey and engagement has taught us valuable lessons. In rural areas, the need still remains very basic. And with the tremendously support from our Corporate partners we have witnessed a significant impact.

# **SPECIAL EVENTS FOR COMMUNITY MOBILIZATION**

## **Nandi Hillathon**

In an effort to revive the interest of Bengaluru's citizens in the historic and ecological gem located at the northern limits of the city, UWBe organized Nandi Hillathon on 12th June 2016 in partnership with Chikkabalapur district. The aim of the event was to bring to light a different side of Nandi Hills, and in the process, initiate the 'Nandi Campaign', a massive plantation drive in partnership with Horticulture Department to restore the glory and beauty of Nandi Hills. Celebrity cricketer Javagal Srinath, Miss Earth 2010 Nicole Faria and Dr Yellappa Reddy, a renowned environmentalist were the celebrity guests for the event

### **Events at Nandi Hillathon**

- Nandi Endurance run (21km) – a challenging uphill marathon for professional runners. This event saw participation from runners from across the country
- Nandi Heritage walk (6km) – a refreshing walkathon around the historic sites of Nandi Hills. The event witnessed enthusiastic participation from citizens of Bengaluru
- Exclusive family fun zone for the participants and their families to indulge in fun and traditional games

### **Twin Vision for Nandi Hillathon**

Restore Pristine Glory of Nandi Hills

- Enhancement of bio-diversity through tree plantation drive
- Restoration of Water bodies in and around Bengaluru with emphasis on river Arkavati which originates from here
- Helping to make Nandi Hills plastic free
- Help retain its ecological hotspot status
- Rejuvenation of lakes and parks
- Protection of Historical monuments
- Improving Public spaces - pavements, amphitheatres, etc
- Improving the environment; roads, traffics, solid waste management, planting trees
- Improving community education, health, livelihood



### Nandi Hillathon Impact

- 25,000 saplings planted
- 2000+ footfalls
- Renewed interest in the heritage of Nandi hills
- Restaged dance and art forms of Chikkabalapur region

## Courageous Principal Program

In partnership with Department of State Educational Research and Training and Deloitte University, we hosted the 'Courageous Principal' program where 120 Head Masters from rural and Urban Bengaluru participated in the Leadership Development program. We are pleased to state that this initiative will go a long way to positively impact the quality of education of thousands of children in the State.



The Courageous Principal program witnessed a stupendous response



## Makkala Habba

In Association with the Department of Women and Child Welfare, Government of Karnataka on the occasion of Children's Day, we participated in Makkala Habba, at the Cubbon Park, Bengaluru where a village was recreated and traditional games and pastimes of yore were displayed. We witnessed a footfall of over 50,000 adults and children. Both parents and children were tremendously excited with the opportunity to participate and experience these games and activities which over the years had been relegated to the past.



Makkala Habba, a children's carnival focused on reviving traditional games & pastimes

## Learning and Development

In order to strengthen our corporate connect, understanding of various strategies and presenting solutions, Mr. Manish Michael, Chief Executive Officer was nominated by United Way Worldwide to pursue a yearlong Leadership Development Program with Centre for Creative Leadership and Harvard Kennedy School.

We were also awarded the ISO Certification which is definitely a stamp of approval that we are following quality procedures. We got recognition from Indian Institute of Corporate Affairs, as a vetted organization to be supported under CSR. The Finance and Statutory team underwent

trainings at the National Level on meeting Corporate Due Diligence requirements and following CSR norms.

### **Team**

Our team at United Way Bengaluru almost doubled in the last one year. We entered into partnership with 20 new corporate partners. We are extremely proud to advise sizeable number of corporations in the city on effectively utilizing the CSR funds into project which would bring about a significant change. As a result, our CSR funding grew 123 per cent last year.

We have attained a scale and depth in the last couple of years to advise corporations, cross pollinate ideas and best practices, bring about several stakeholders around the table to discuss and derive solutions and impact the lives of every person in the community without losing the macro perspective of it all. Co – creation, Engagement and Communication is at the heart of United Way Bengaluru’s intervention. We are constantly working on this and strive to improve each passing day.

We look forward to your continued patronage.

**UNITED WAY BENGALURU**

Financials for the year 2016-17	
<b>Balance Sheet</b>	<b>Amount in ₹ '000</b>
<b>Assets</b>	
Fixed Assets	487.10
Investments (Fixed Deposits)	84,623.16
Current Assets	77,033.64
<b>Total</b>	<b>1,62,143.90</b>
<b>Liabilities</b>	
General Fund - Opening Balance	54,025.93
Transfer to General Reserve Current Year	97,697.92
Current Liabilities & Provisions	10,420.05
<b>Total</b>	<b>1,62,143.90</b>
<b>Income &amp; Expenditure Account</b>	
<b>Revenue</b>	
Contributions	1,98,464.63
Bank & Other Interest	3,746.04
<b>Total</b>	<b>2,02,210.67</b>
<b>Expenditure</b>	
Program Expenditure	88,575.77
General & Administrative Expenses	15,936.98
<b>Total</b>	<b>1,04,512.75</b>

Surplus taken to Balance sheet	97,697.92
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