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#UnitedWeWork
#UnitedWeWin
Dear Reader,

During the past few months, many advances have been made by United Way Bengaluru, especially in our ability to work with healthcare institutions and frontline workers dealing with covid care. These are times when we have explored new opportunities for collaboration, networking and support. Some of the achievements made by us in the space of strengthening healthcare institutions with the help of our CSR collaborations have been shared in the newsletter.

We also shifted the project implementation approach especially in our early childhood education program, Born Learning Campaign, where we equipped parents and trained them to be facilitators of learning for their children at home, which is featured as one of the cover stories of the newsletter.

What hasn’t changed is our commitment to empowering the marginalized and working with them across all our verticals - education, environment, health, livelihood and integrated rural development. I extend my heartfelt gratitude to all our supporters and well-wishers for being with us in our journey to improve the well-being of hundreds of thousands of community members.

We hope that all our readers, their friends and their families are well and safe.

We have been awarded the “Champion Level- GuideStar India Platinum Certification” by GuideStar India after undergoing a rigorous due diligence process. The certification indicates United Way Bengaluru’s exemplary financial transparency, good governance procedures and public accountability.
The second all-India surge of the COVID-19 pandemic created the demand for oxygen to treat coronavirus patients and the need to strengthen hospitals with better infrastructure. Reckoning the need, with the support of CSR partner, ExxonMobil, United Way Bengaluru (UWBe) facilitated the installation of an oxygen generation plant at the Bangalore Medical College and Research Institute (BMCRI).

“We at BMCRI wholeheartedly appreciate the CSR initiative from United Way Bengaluru and ExxonMobil for having given us the oxygen generator which is helping our patients to over the oxygen crisis and will also help our patients for years to come.”, said Dr. Jayanthi, Dean, Faculty of Medicine, Professor & HOD of Pharmacology, BMRI.

Given that the hospital caters to a huge population in and around Bengaluru, this initiative served as a boost to oxygen availability to cater to about 80% of the hospital’s patients who needed oxygen.

“We believe in helping our communities with high-impact initiatives. Last year around it was PPE for frontline workers, police forces, staff of hospitals, and municipal corporations. This time it is no different. We are thankful to United Way Bengaluru for helping us connect our CSR initiative with where the highest need is.”, said Naveen Shukla, Chief Executive Officer, Board of Directors at ExxonMobil Services & Technology Pvt. Ltd. Global Client Solutions Manager.

“United Way Bengaluru and ExxonMobil have been on the field and on ground zero in making sure that these distributions happen and reach the neediest people.”, said Rajesh Krishnan, Executive Director, UWBe.

**Oxygen Plant Details**

- The plant has a capacity to supply approx. 50,000 litres of oxygen per hour
- Designed in a way that the plant automatically switches off, thereby saving energy and the running cost
- Ensures 93% oxygen purity level
The early care and education program, Born Learning Campaign (BLC), facilitated in Anganwadi Centres came to a standstill during the pandemic due to the temporary closure of institutions. To ensure continuity in learning and development among youngsters enrolled in the Anganwadi Centres, BLC decentralized its early education process to a community-based approach, where parents were sensitized and empowered to take ownership in fulfilling the early stimulation needs of their children at home.

How was done?

- As part of the community-based approach, well-being and guidance calls were made as a routine practice.
- Continued support through telecalls, virtual engagement, and capacity-building sessions was conducted to guide and train parents to enable them to be able to conduct activities for their children at home.
- Fathers were engaged as much as mothers, thus stereotypical roles in parenting were deconstructed.

Voices of Parents

“Under the difficult situation, children were getting very restless sitting at home. I am relieved with the support we are receiving from the United Way Bengaluru team and the Anganwadi Worker. We are learning to conduct activities for our children, using materials at home. I look forward to these activities, which my son and I enjoy doing together.”, said Kavitha, beneficiary mother.

“My wife and I are equally involved in conducting activities for our children. Home is where a child’s learning begins. Before the schools re-open again, we need to help these children become their playmates as well as their teacher.”, said Manjunath Kumar, beneficiary father.

1292 parents were reached out and engaged till September 2021. It is commendable to see active participation and contribution of parents. These efforts will go a long way in shaping the future and ensuring well-being of their children.
Under the Early Childhood Care and Development (ECCD) program, we distributed Teaching and Learning Materials (TLM) among students of 20 Anganwadi Centres, supported by the program. This ensured that children between 3 and 6 years, across these centres continued their learning even at home when the centres were temporarily shut down.

A 50-bed modular hospital has been set up at St. Theresa’s Multi Speciality Hospital in Bengaluru. The portable structure designed by Modulus Housing has negative pressure point cabins that eliminate the spread of contagious virus making it suitable for treating COVID patients. It has 20 years of durability and its multi-utility design allows it to be used for various medical purposes. This project has been supported by our CSR Partner AB InBev India.
Shared Responsibility towards Combating Covid

Factory workers have been at the forefront of the pandemic. The essential items that we have been getting during lockdown were made possible as these workers risked their lives, going to factories and ensuring the rest of us were safe. Hence we made sure that we reached out to the workers first during our vaccination camps. Our vaccination camp at Peenya Industrial Area, Bengaluru ensured that over 2000 factory workers got vaccinated. Many thanks to our partners ACT Grants, Sattva and Namma Clinikk for collaborating with us.

Film workers, technicians, and their families were hit hard as many lost their jobs during the lockdown. With the support from our CSR partner, LM Wind Power, we distributed ration to the Karnataka Cine Artists Association.

CSR Employee Engagement

A virtual tour of Wildlife Sanctuary was organized for our corporate partner, DXC Technology India. About 100 volunteers were given a tour around a wildlife sanctuary. It created an awareness among the participants and a sense of responsibility towards the biodiversity.

Volunteers from Telstra made the Independence Day celebration special for students of Vipbhutipura Govt. School in Bengaluru, by engaging them virtually through stories and artwork around India’s independence.
On National Doctors’ Day, we took the opportunity to express our gratitude to doctors for their contribution during the pandemic. Together with our donor partner, Thermo Fisher Scientific we did our bit to support hospitals such as Sri Jayadeva Institute of Cardiovascular Sciences and Research with 20 Bi-Pap machines; Sri Satya Sai Hospital and Sri Shankara Cancer Foundation with 5 ventilators and 750 PPE Kits.

The Nutrition Month

Malnutrition continues to be the leading cause of death among children under the age of five, in India. During the POSHAN (Prime Minister’s Overarching Scheme for Holistic Nutrition) Month, in September, the focus of our early childhood learning program, Born Learning Campaign supported by CSR partner HCL Foundation, was to create awareness sessions around the importance of breastfeeding and improving the nutrition status of children. We partnered with FM Channel Radio City to disseminate the message to a larger group of beneficiaries. Talks by experts like Dr. Asha Benakappa, Head of the Department of Pediatrics, Chandramma Dayananda Sagar Institute of Medical Education and Research, and others were aired. In collaboration with the Integrated Child Development Services (ICDS) department, our Early Childhood Care and Development (ECCD) team conducted several workshops at the community levels and in Anganwadi Centres.
An online live music concert was organized for children across 20 Anganwadi Centres under the ECCD program supported by the HCL Foundation. The star of the show was Zubin Paul, a very talented young musician, whose performance helped to engage children on various themes such as environment and COVID awareness through this event.

Puppets are useful tools to help children develop emotionally, enhance their language and communication skills. Three-day training on making puppets was arranged for 125 Anganwadi Workers and our ECCD team. This initiative equipped participants in making low-cost puppets which they have been using as an engaging teaching and learning tool for young learners. These hands-on workshops were facilitated by Lata Satagopan, who comes with extensive experience in child-friendly learning methodology.

Dear Lokesh,

We applaud the commitment and dedication you demonstrate at work. Through the years, your eye for details and processes without compromising the larger goal of the organisation has inspired us. As you know, we love to call you our “Pandit Ji” for the “gyaan” you bring to the table. Your subject matter expertise on monitoring & evaluation and your positive attitude to learning from others, being open to ideas and suggestions sends across a very positive message. The energy that you showcase by taking additional responsibilities is truly valued. Thank you for bringing your best to work every single day.

Good Wishes!
Team - United Way Bengaluru

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Conserving Rainwater

Under the ‘One Billion Drops’ campaign, United Way Bengaluru launched 26 percolation pits at Freedom Park, Bengaluru, in partnership with Synamedia and Karnataka State Horticulture Department, BBMP. This project is a part of United Way Bengaluru’s flagship campaign towards restoring one billion litres of rainwater in a year that is usually lost either due to run-off or evaporation. This intervention is helping to enhance the groundwater table in the project site, helping to hold the soil moisture in the dry seasons and aiding the growth of natural vegetation.

Livelihood for Persons with Disabilities

In collaboration with Parexel, a livelihood project was inaugurated to support persons with disabilities (PwDs) in Doddaballpura, Bengaluru Rural district. The project’s objective is to empower PwDs by helping them start their enterprises so that they can overcome poverty, provide for their families and live dignified lives. As a part of the project, 45 people have been provided with sewing machines, 30 people have been supported to start small businesses and livestock has been distributed among 60 PwDs.
Every city has a plethora of serious, unique, and multifaceted issues — from environment and health to income and education. To truly overcome these challenges and make a worthwhile difference, we must bring together everyone involved — everyone with a common interest and purpose, to work on a solution for a better Bengaluru. And we do just that.

Started in 2008, we are a registered (FCRA, 12A and 80G compliant) not-for-profit organization that works with communities to take local action for global impact. We partner with the people, listen to their concerns, identify the problems, and empower them to tackle these challenges head on. But we don’t stop there — we ensure our efforts reap long-term returns by staying connected with the communities.

And that’s how we bring visible, lasting change.

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